

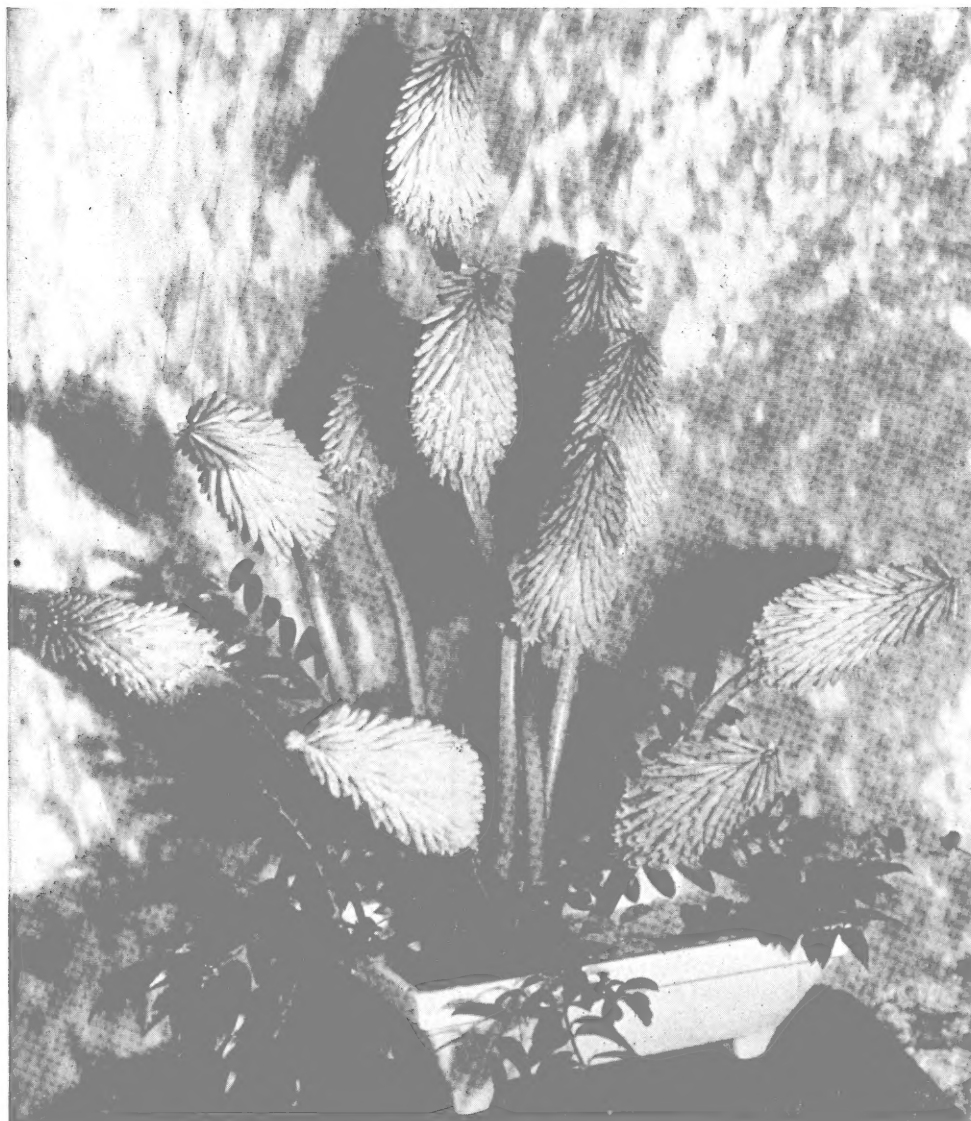
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Growers of Fine

PERENNIAL PLANTS



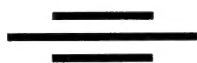
FALL, 1956



Our 36th Year



Wholesale Only



THE JOSEPH F. MARTIN CO., INC.

P.O. BOX 189

PAINESVILLE, OHIO

YOUR HARDY PLANT GUIDE

A GUIDE to the general characteristics of the hardy plant families in this list.

CODES ARE AS FOLLOWS — The Dash (—) Equals "To"

BLOOMING PERIODS:

Sp Spring
ES Early Summer
S All Summer
LS Late Summer
F Fall

HEIGHTS:

L Low
M Medium
T Tall

USE:

GC Ground Cover
C Cut Flower
B Border
R Rockery
P Pot Plant

| Family Name | Bloom. Per. | Hgts. | Use | Family Name | Bloom. Per. | Hgts. | Use |
|----------------|-------------|-------|------|----------------|-------------|-------|------|
| ACHILLEA | ES-F | L-M | CBRP | HEMEROCALLIS | ES-F | M-T | B |
| ACTINOMERIS | LS | T | B | HYDRANGEA | Sp-ES | M-T | B |
| ALLIUM | S | L | CBRP | IBERIS | Sp | L | BRP |
| AJUGA | S | L | GC | IRIS GERMANICA | ES-F | M-T | B |
| ALYSSUM | Sp | L | CBRP | IRIS KAEMPFERI | S | T | B |
| ANCHUSA | Sp-LS | L-T | CBRP | IRIS PUMILA | Sp | L | BRP |
| ANEMONE | Sp | L | CBRP | IRIS SIBERICA | S | M-T | B |
| ANTHEMIS | ES | M | CBRP | LAVANDULA | S | M | CBRP |
| AQUILEGIA | ES | M-T | CB | LIATRIS | S | M-T | CB |
| ARABIS | Sp | L | BRP | LINUM | S | M | CBP |
| ARMERIA | Sp-S | L | CBRP | LUPINES | S-LS | M-T | CB |
| ARTEMESIA | | M | CB | LYCHNIS | Sp | M | CBRP |
| ASCLEPIAS | S | M | CB | LYTHRUM | S | T | CB |
| ASTILBE | ES | M | CBP | MATRICARIA | Sp | L | CBRP |
| ASTERS | LS-F | M-T | CBP | MONARDA | S | M-T | CBP |
| BAPTISIA | S | T | CB | MYOSOTIS | Sp | L | BRP |
| BOLTONIA | S | T | CB | NEPETA | S | L-M | BRP |
| BUDDLEIA | S | T | CB | PACHYSANDRA | ES | L | GC |
| CAMPANULA | Sp-LS | L-T | CB | PEONY | ES | M | CB |
| CARNATIONS | ES | M | CB | PENTSTEMON | S | M | CBP |
| CATANANCHE | S | M | CB | PHLOX | S-LS | M | BP |
| CENTAUREA | S | T | CB | PHLOX SUBULATA | Sp-F | L | GC |
| CHRYSANthemUMS | LS-F | M | CBP | PHYSOSTEGIA | S | M-T | CB |
| CHRY. MAX | ES-LS | M-T | CBP | PLATYCODON | ES | M-T | CBP |
| CHEIRANTHUS | Sp-S | L | BRP | PLUMBAGO | S | M | BRP |
| CONVALLARIA | Sp | L | CBRP | POLEMONIUM | ES | L | CBRP |
| COREOPSIS | S | M-T | CBP | POLYGONUM | S | L | GC |
| DAPHNE | Sp | L | BR | POPPY | ES | M | BR |
| DELPHINIUM | S-F | M-T | CB | POTENTILLA | S | M | CBRP |
| DIANTHUS | S | L-M | CBRP | PRIMULA | Sp | L-M | CBRP |
| DICENTRA | S | M | BRP | PYRETHRUM | S | M-T | CB |
| DIGITALIS | ES | T | CB | RUDBECKIA | S | M-T | CBP |
| DORONICUM | Sp | M | CBP | SCABIOSA | ES | M | CBP |
| ECHINOPS | S | M-T | CB | SEDUM | ES | L | BRP |
| ERIGERON | S | M-T | CBP | STOKESIA | S | M | CBP |
| EUPATORIUM | LS-F | M | CBP | TEUCRIUM | LS | L | B |
| EUPHORBIA | S | M-T | CB | THERMOPSIS | S | T | CB |
| FUNKIA | S | M-T | CBRP | THYMUS | S | L-M | CBRP |
| GAILLARDIA | S | M-T | CBP | TRADESCANTIA | ES | M-T | CBRP |
| GYPSOPHILIA | S | M-T | CBP | TRITOMA | S | M-T | CBP |
| HELIANTHUS | S-LS | T | CB | TUNICA | Sp | L | BR |
| HELIOPSIS | S | M-T | CBP | VERONICA | S | L-M | CBRP |
| HEUCHERA | S | M-T | CBP | VALERIANA | S | M | CB |
| HIBISCUS | S | T | CB | VIOLA | Sp-S | L | CBRP |
| HOLLYHOCKS | S | T | CB | VIOLETS | Sp | L | CBRP |

NOTICE: Packing is charged at actual cost or less throughout, of materials and labor involved.

SPECIAL NOTICE: Where Parcel Post is preferred method of shipment, please include postage to 15% of value.

A SPECIAL DISCOUNT

In effect, a cash discount is a profit on investment even before the merchandise is received, and we are glad to tender the advantage to you. For your cash consideration, take —

2% On All Orders of \$10.00 or More

THE JOSEPH F. MARTIN CO., INC.

Offers For FALL 1956 These
Fully Developed--Fresh From The Field

Hardy Perennial Plants

A Complete Presentation of the Finest Varieties for
Profitable Application to the Business of Everyone
With a Horticultural Interest

SATISFACTION IS GUARANTEED
With Top Quality
Finely Developed Material

All Plants Are 5 at the 10 rate, 25 at the 100 rate. Not less Than Five of a Kind Please

There are times when it may be desirable to order less than 5 plants of one kind for your trial. We are glad to cooperate. These plants will be charged at .50 cents each to share the cost of custom handling outside the wholesale aggregating.

Unless otherwise noted, all plants are field grown. Orders are freshly dug and shipped on same day.
We Ship Nothing From Storage.

ACHILLEA

SNOWBALL. (Boule de Neige). Wonderful for cut flowers or garden. Blooms in June. A good filler, grows 12-15" high, double white flowers in umbels.

Per 10, \$2.00; Per 100, \$15.00

ANGEL'S BREATH. It grows as an inverted bowl, twenty inches high and spreads two feet. In flower, it is so profusely covered that the rich green foliage, decorative otherwise, can scarcely be seen. The white is fully double without a trace of center. It is brand new and carries our highest recommendation.

Per 10, \$2.00; Per 100, \$15.00

TOMENTOSA AUREA. A very charming yellow flowered plant, blooming in June. It will do well in the rockery or in any part of the border.

Per 10, \$2.00; Per 100, \$15.00

AEGOPODIUM

PODOGRARIUM VARIEGATA. Primarily a foliage plant, that is ideal for rockery and border work. Thrives in sun or shade.

Per 10, \$2.25; Per 100, \$18.00

AETHIONEMA

WARLEY ROSE. A delightful novelty that excites the interest of everyone who sees it here. It is a neat and compact Persian Candytuft with blue foliage and beautiful pink flowers resembling a miniature Daphne.

Per 10 \$2.50; Per 100 \$20.00

AJUGA

BUGLE

A useful plant for the rockery and for carpeting the ground, particularly in shady positions, as under trees, where grass will not grow; flowers in May and June. 6 to 8 inches.

GENEVENSIS. An excellent plant for edging and carpeting. Grows from 6 to 8 inches high with spikes of blue flowers in May and June.

Per 10, \$2.00; Per 100, \$15.00

REPTANS BLUE. Grows 3 to 4 inches high, with deep purplish blue flowers. Bronzy foliage.

Per 10, \$2.00; Per 100, \$15.00

REPTANS ALBA. A very good green foliage with spikes of pure white flowers.

Per 10, \$2.25; Per 100, \$18.00

ANEMONE

PULSATILLA. Grows from 9 to 12 inches high and produces violet or purple flowers during April and May. An interesting plant for the rockery or well drained border.

Per 10, \$2.25; Per 100, \$18.00

ALYSSUM

ROCK MADWORT

SAXATILE COMPACTUM FL. PL. Silver-grey foliage, blends well with the golden yellow flowers on this very compact border plant. Excellent for forcing after dormancy. Quantity limited. Order early.

Per 10, \$2.50; Per 100, \$20.00

ALLIUM

SCHOENOPRASUM. (Chive). True tangy, flavorful perennial herb. Decoratively it shows clumps of onion-like succulent foliage. The color is always bright, use it as an accent in any garden planting. Grows to 10 inches.

Per 10, \$2.25; Per 100, \$18.00

ANCHUSA

SEA BUGLOSS ALKENET

MYOSOTIDIFLORA. Dainty blue flowers and branchy sprays during April and May. Fine for shade and sun.

Per 10, \$2.50; Per 100, \$20.00

ANTHEMIS

HARDY MARGUERITE — CHAMOMILE

TINCTORIA PERRY'S VARIETY. Nicely formed bushes 15 to 18 inches in height with Fern-like foliage covered from June to October with large, well-shaped golden yellow daisies, nearly 3 inches across. Valuable for cutting.

Per 10, \$2.00; Per 100, \$15.00

ARMERIA

SEA PINK OR THRIFT

CEPHALOTES RUBRA. Color is a striking red. For border there is nothing that will make such a bright showing.

Per 10, \$2.25; Per 100, \$18.00

LAUCHEANA. Bright rosy red. Height 3 to 6 inches. May-June.

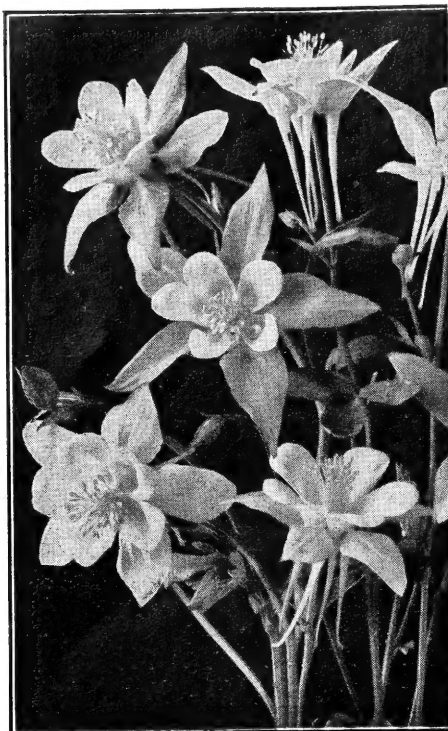
Per 10, \$2.25; Per 100, \$18.00

MARTIMA SPLENDENS. (Statice Armeria). Rosy magenta flowers on 1 ft. stems.

Per 10, \$2.00; Per 100, \$15.00

FORMOSA GIANT HYBRIDS. Shades of rose and pink—good sized flowers on stems 2 feet high.

Per 10, \$2.00; Per 100, \$15.00



AQUILEGIA, McKANA GIANT HYBRIDS

AQUILEGIA

COLUMBINE

McKANA GIANT HYBRIDS

1955 All-American winner. Large showy flowers with long spurs more widely flared than in other aquilegias. Colors include white, cream and rose, yellow and red, yellow and violet. Flowers 3 to 4 1/2 in. across with 3 in. spurs. Strong, free blooming plants 20 to 26 in. high.

Per 10, \$2.50; Per 100, \$20.00

ASTILBE

SPIREA

BONN. As bright as it is possible to imagine a soft pink. Compact and a very vigorous grower, it is a delightful garden item, a prolific cut flower producer. Resale is prompt out of beds and pots.

Per 10, \$4.50; Per 100, \$40.00

COLOGNE. A deep crimson pink, compact and vigorous, it won't be too tall for an edging, yet may be used as the focal point of the border. Generous cut flower producer, re-sells out of beds or pots.

Per 10, \$4.50; Per 100, \$40.00

BOLTONIA

FALSE CHAMOMILE

LATISQUAMA. Pink, slightly tinged with lavender. Excellent for cutting. Grows four to six feet tall.

Per 10, \$2.00; Per 100, \$15.00

SNOWBANK. This very worthy variety is genuinely appreciated for its compact, neat habit of growth. It rises to a height of 4 feet and requires no staking. Beautiful snow white flowers are produced in great abundance on strong, erect stems throughout September and October. In a mass planting it creates the effect of a bank of snow rising from the ground.

Per 10, \$2.00; Per 100, \$15.00

Asters

ABENDROTHER. Beautiful deep rose. The finest background or cut variety. Full, lush, disease resistant. 5 ft.

Per 10, \$2.25; Per 100, \$18.00

CLIMAX. One of the best and showiest, with large pyramidal spikes on large light lavender blue flowers. Very free.

Per 10, \$2.00; Per 100, \$15.00

PINK PARTY. Delicate apple blossom pink blooms literally efface the lovely foliage of this new Michaelmas Daisy. Medium tall.

Per 10, \$2.25; Per 100, \$18.00

RONALD. Rosy pink to lilac shades. Low growing. Exceptional color.

Per 10, \$2.00; Per 100, \$15.00

STAR OF WARTBURG. Large lilac blue flowers with a striking orange center are produced on 12 to 14 inch stems about the middle of June. A strikingly beautiful plant in the rock garden or in any perennial bed.

Per 10, \$2.00; Per 100, \$15.00

NEW ASTER IMPORTS

EVENTIDE. Striking, deep violet-blue, large semi-double flowers of exceptional quality. Unusually free flowering with a vigorous erect habit. Outstanding.

Per 10, \$2.50; Per 100, \$20.00

WINSTON CHURCHILL. Extremely floriferous, producing rich deep crimson blooms. This combined with its compact uniform characteristics has brought it acclaim as the finest red hardy aster grown in existence. 18 inches tall.

Per 10, \$2.50; Per 100, \$20.00

RED SUNSET. This exceptional new aster produces multitudes of rich rose-red blooms on a vigorous 3 foot plant. One of the showiest in its class.

Per 10, \$2.50; Per 100, \$20.00

ARTEMESIA

Boundlessly useful, for the border for spotting in shrub plantings, and particularly, for filling in floral effects.

SILVER KING. Unquestionably one of the best all around decorative plants. Its bright silver-colored stems and foliage are of great value as a filler for bouquets, sprays, baskets, or all sorts of floral pieces. By cutting and drying the stems it is very valuable in the winter for filler. It is a showy plant in the perennial border or among shrubbery.

Per 10, \$2.25; Per 100, \$18.00

SILVER QUEEN, (Martin's Selection). This will dry just like Silver King. It is bushy and carries an abundance of hard silver seeds that add to its effect. Though not as light, it is our judgment that it is much more impressive than the Silver Queen and more desirable than Silver King in many instances.

Per 10, \$2.00; Per 100, \$15.00

SILVER MOUND. A handsome, compact, mound-like plant about four inches in diameter. Foliage fernlike and of the lightest and brightest silvery gray. For the rockery, for accent, or for edging beds and walks.

F. G. — Per 10, \$3.00; Per 100, \$25.00

AZALEA

MOLLIS. These Hybrids are known throughout the trade as the hardiest in the family. We have raised ours from seed picked from a highly select group containing only the brightest shades.

1 Yr T Per 10 \$2.00; Per 100, \$15.00
2 Yr TT Per 10 \$3.00; Per 100, \$25.00

BOUDOIR. This is one of the New Gable Azalea introductions so much in demand, because of their adaptability to both Ranch-type and conventional architecture. Proven hardy in below zero temperatures. Large Watermelon pink flowers massed on a robust bush.

Heavy Field Grown TT Per 10 \$4.50; Per 100 \$40.00

HERBERT. Another Gable Azalea proven absolutely hardy for us after several years of testing. A truly outstanding beauty that develops double crimson flowers.

Heavy Field Grown TT Per 10 \$4.50; Per 100 \$40.00

BOXWOOD

BUXUS SEMPERVIRENS. Our own strain of English boxwood found to be perfectly hardy in this area. An easy plant to maintain for edging, or ideal as a specimen.

1 yr. Per 10, \$2.50; Per 100, \$20.00
2 yr. Per 10, \$4.00; Per 100, \$35.00
3 yr. Per 10, \$6.00; Per 100, \$50.00

CAMPANULA

BELFLOWER

PERSICIFOLIA. An excellent border plant with splendid spikes of large salver-shaped flowers of a clear medium blue. Ideally suited for use as a cut flower, it grows 2 feet tall and is a June to August bloomer.

Per 10, \$3.00; Per 100, \$25.00

CALYSTEGIA PUBESCENS FL. PL.

DOUBLE PINK MORNING GLORY. A very valuable prostrate growing plant of neat habit. It produces all summer, double funnel-shaped lilac-pink flowers about two inches across, resembling double Morning Glories. Does splendidly in dry and sunny places such as exposed banks or as edgings to dry walks. It's continuous flowering during the middle of the summer makes it very desirable.

Per 10, \$3.00; Per 100, \$25.00

CATANANCHE

BLUE CUPIDONE

COERULEA. Heads of pretty deep blue dart-like flowers on 14 inch stems.

Per 10, \$2.25; Per 100, \$18.00

COERULEA ALBA. Very similar to the Blue with pure white flowers.

Per 10, \$2.25. Per 100, \$18.00

COREOPSIS

A useful and attractive herbaceous perennial, both for border and cut flowers.

DOUBLE SUNBURST. Here is a Coreopsis which is different, producing striking yellow flowers which are actually double and of good size. They attract a great deal of attention and are also elegant cut flowers, noted for their keeping qualities. They grow to a height of 24 to 30 inches.

Per 10, \$2.00; Per 100, \$15.00

GOLDEN SHOWER (Verticillata). Rich golden yellow. Continuous bloom June until frost. 24 inch.

Per 10, \$2.25; Per 100, \$18.00

DELPHINIUM

BELLADONNA (Clivedon Beauty, true strain). True Belladonna blue from stock seed handled carefully throughout to insure the type.

Per 10, \$2.00; Per 100, \$15.00

BELLAMOSUM. This is a dark blue form of the popular light blue Belladonna, with which it is identical in habit and growth.

Per 10, \$2.00; Per 100, \$15.00

LAMARTINE. It is a deeper shade than Bellamosum and has a distinct white eye. Its color it is more like the old Formosum but is a much better grower and has better foliage and is not so susceptible to disease.

Per 10, \$2.00; Per 100, \$15.00

PACIFIC HYBRIDS

The generosity of the weather has enabled us to produce a crop of this valuable cut flower and border plant that in years past has been missing from our list. We submit the following for your prompt attention assuming that they will not last long, as they never have in previous listings.

Black Knight—Darkest blue
Blue Bird—Clear medium blue, white bee
Blue Jay—Medium to dark blue
Cameliard—Pure Lavender, white bee
Galahad—White
Guinevere—Pink-lavender, white bee
King Arthur—Royal purple, white bee
Percival—White black bee
Summer Skies—Light blue, white bee
Round Table Series—All above color combinations.

Field Grown Per 10 \$3.00; Per 100 \$25.00

Chrysanthemum Maximum

SHASTA DAISY or MOONPENNY

AMONG THE BEST KNOWN AND BEST LOVED HARDY PLANTS

PLANTS ARE FULLY DEVELOPED FIELD GROWN. If field liners are your object, they can be divided into several plants for your planting. Guaranteed as outlined, you can purchase your Daisies with no greater economy.

CONQUEROR. A very strong grower, the best tall, later flowering variety, attaining a height of 3 feet. Extra large pure white flowers are produced on 30 inch stems. We highly recommend this variety for planting together with taller growing perennials.

Per 10, \$1.75; Per 100, \$12.00

G. MARCONI. A grand variety, producing double Chrysanthemum-like flowers on 2½-ft. stems. Will bloom continuously during the summer months if flowers are kept cut.

Per 10, \$2.25; Per 100, \$18.00

MAJESTIC. Immense 5 to 6 inch flowers, smallest button center. Double row of overlapping petals makes flower full, compact, and firm. 28 to 30 inch sturdy stems prolifically produced. Very hardy. Medium early.

Per 10, \$3.00; Per 100, \$25.00

MAY QUEEN. This is the earliest cut flower variety. In full bloom during the month of May, you can imagine what a market exists for its flowers. The plant is extremely healthy and hardy, the flower crop is produced more prolifically than any other. Color a pure white, small center.

Per 10, \$2.00; Per 100, \$15.00

SUPREME. One of the best cut flower daisies. Large crisp single flowers borne on a sturdy stem. Good keeper.

Per 10, \$3.00; Per 100, \$25.00

WIRRAL PRIDE. An English introduction of compact growth. Glistening white petals with contrasting high yellow centers.

Per 10, \$2.50; Per 100, \$20.00



JOSEPH F. MARTIN

SHASTA DAISY, ALASKA

ALASKA. Magnificent daisy-like flowers seldom less than 5 inches across. Pure glistening white with yellow eye carried on long stems. A very free flowering Daisy in bloom all summer and fall. Height 2 feet.

Per 10, \$2.00; Per 100, \$15.00

HARDY CARNATIONS

Beautiful in themselves — indispensable to beauty everywhere.

THE ROYAL GRENADINS. Everlasting garden favorites; these are big completely developed plants that will give you a mass of bloom in their first season — remember, no seedlings, no liners.

By Separate Variety

| | |
|-------------------|--------------------|
| Cardinal Red | King of the Blacks |
| Snow White | Triumphe De Rose |
| Dwf. Dbl. Scarlet | |

Per 10, \$2.00; Per 100, \$15.00

CENTAUREA

PERENNIAL BACHELOR BUTTON

ROSE DELIGHT. (Dealbata). Large fully double, bright lilac-rose.

Per 10, \$2.00; Per 100, \$15.00

STEENBERGI. (Dealbata). A much improved form of the above. Flowers larger (up to 4 inches), deeper and longer lasting.

Per 10, \$2.50; Per 100, \$20.00

HARDY CARNATION

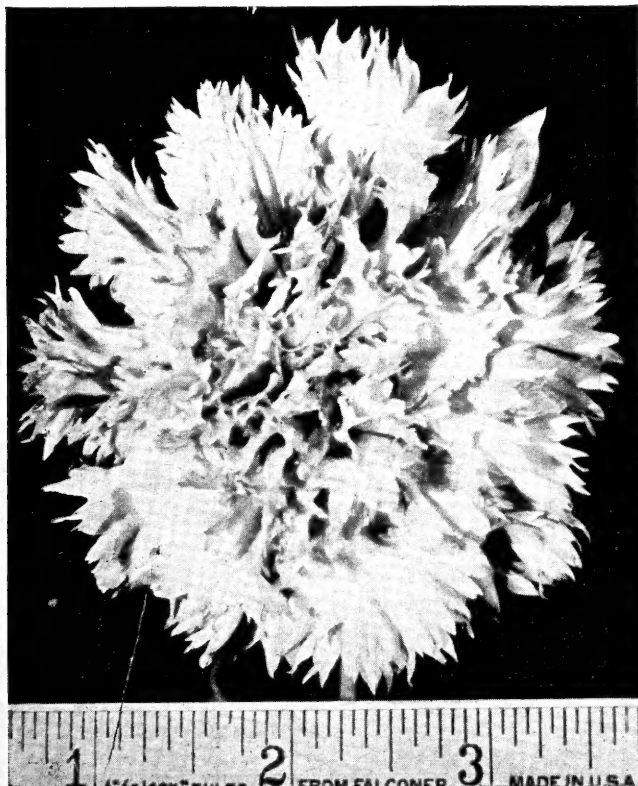
CRIMSON KING

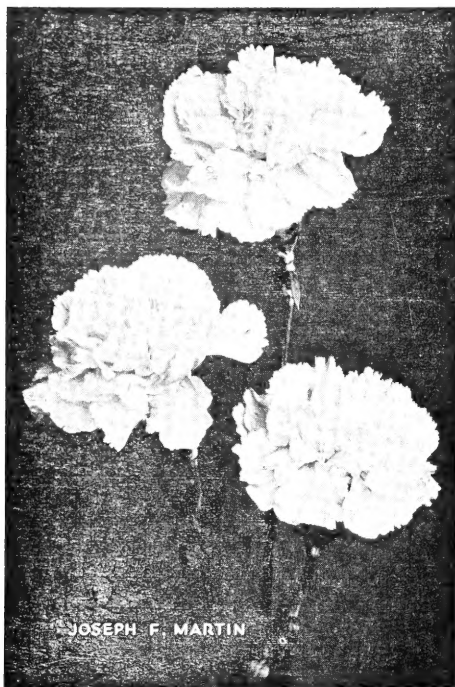
We have a beautiful crop of this favorite perennial, nicely topped, properly hardened for shipment.

Place your ruler on the indicated position and imagine the impact of this beautiful true crimson carnation. This lovely large flower, produced on 12-14 inch stems, again and again, all throughout the summer, make this plant a very desirable florist's property, as well as a knockout for the garden.

Per 10, \$3.00

Per 100, \$25.00





DIANTHUS, HER MAJESTY

DIANTHUS**HER MAJESTY**

Large compact Carnation flowered glistening white. Flower spikes to 14" on stately perfectly formed, silver foliage plants.

Per 10, \$2.25; Per 100, \$18.00

JUNE CARMINE is a beautiful shade of bright carmine pink with the spicy fragrance of the old clove pinks. It has the lovely carnation gray-green foliage, and the individual flowers, on 12-15 inch stems, are fully double, large flowered perfectly formed, and makes excellent cut flowers. The habit of growth is very compact, neat and cushion-like.

Per 10, \$2.25. Per 100, \$18.00

OLD SPICE. Deservedly holding a high place in this well regarded hardy plant family, the ever blooming bright salmon-pink. Old Spice is one of the finest hardy plants. It makes an enchanting border, a bright mass and furnishes cut flowers constantly through a three month period.

Per 10, \$2.75; Per 100, \$22.50

PLUMARIUS SPRING BEAUTY. Double and single blooms of rose, pink, and white; fragrant flowers on long spikes. Blooms throughout the summer.

Per 10, \$2.00; Per 100, \$15.00

ROSE CUSHION. The bright rose colored flowers are quite erect, they do not droop. The plant does not run wild, keeps its shape, very low growing and compact, ideal for low borders or rockeries. It is perfectly hardy and does well in any well drained soil. Considering the style of its growth it is very attractive when not in flower.

Per 10, \$2.50; Per 100, \$20.00

SYLVIA. The petals are pale rose-pink edged with silvery white, gradually deepening to rich salmon. Large full double flowers.

F.G. Per 10, \$2.25; Per 100, \$18.00

WALLACE RED. An outstanding new introduction with vivid red semi-double blooms on 12" stems. This compact plant will bloom throughout the whole summer.

Per 10, \$2.50; Per 100, \$20.00

DAPHNE CNEORUM**POT PLANTS FOR LINING-OUT**

Growers who develop Daphne know that the most difficult part of their work consists of rooting their cuttings with a good percentage of stand. By buying our liners you eliminate the work and the risk. The pot plants which we offer are in a growing condition, completely pot-bound and nicely topped. They are a real growers' value.

2" Pot Plants — Per 10, \$3.00; Per 100, \$25.00; Per 1000, \$225.00

FIELD GROWN PLANTS

These plants are ideal for either lining out in the field, or as canned or potted material for the retail sales ground. This is a real value, that we do not think can be matched. Quantities are limited this Spring, so please order early.

1 Yr. 6 to 9 in. — Per 10, \$4.00; Per 100, \$35.00

1 Yr. 9 to 12 in. — Per 10, \$5.00; Per 100, \$45.00

DICENTRA**Bleeding Heart**

SPECTABILIS. An old-fashioned favorite; its long racemes of graceful heart shaped pink flowers in May or June are always attractive; it is used largely for forcing, and is perfectly at home in any part of the border, and especially valuable for planting in the shade. Height 1 to 2 feet. Perfectly hardy and easy to cultivate.

Per 10, \$5.00

ECHINOPS

TAPLOW BLUE. This variety is particularly desirable. The flower heads are larger and are intense metallic blue. It is very free flowering and does beautifully in difficult dry soils. A clump of Taplow Blue makes a fine contrast growing alongside of white Phlox. Plant in full sun. Hardy anywhere. Dries beautifully.

Per 10, \$2.50; Per 100, \$20.00

FUNKIA

UNDULATA VARIEGATA (Day Lily). Graceful green leaves having fluted white edge. Very conspicuous plant for the border. They are also beautiful when used as a foliage pot plant for Easter sales. Flowers lilac.

Per 10, \$2.50; Per 100, \$20.00

GERBERA**TRANSVAAL DAISY**

JAMESONI GIANT HYBRIDS. A lovely mixture of brilliant orange, pink, and yellow shades. The best type of multi-hued daisy-like flowers. These are potted plants ready to bloom a short time after planting. In northern sections a little winter protection should be given.

Per 10, \$2.75; Per 100, \$22.50

GEUM**AVENS**

MRS. BRADSHAW (Chinoense). A splendid variety, with large double flowers of a fiery red, blooming nearly all summer. Particularly attractive.

Per 10, \$2.25; Per 100, \$18.00

PRINCE OF ORANGE. New bright orange, fairly double.

Per 10, \$2.25; Per 100, \$18.00

EUPATORIUM--COELESTINUM**FLORISTS' HARDY AGERATUM**

This everlasting popular hardy perennial has come to mean more to floristry than ever before in these days of tight flower markets. Wherever plants from our abundant stock have been sold, the receivers are yielding tenfold. The cut crop is extremely prolific; the lavender-blue flowers are en masse from August to frost. Stems 14 to 18 inches, and long lasting qualities make it a 'must' for the outdoor cut flower planting.

Heavy Field Grown

Per 10, \$2.00; Per 100, \$15.00



EUPATORIUM COELESTINUM

Hemerocallis

The list below is the best in the trade to serve the practical purpose of commercial planters. The color range is sound, the flowering period and plant character fills the season of June, July and August with a brightness provided by the Hemerocallis alone.

REMEMBER! THIS LIST SELLS ONLY A WHOLE PLANT — ONE THAT MAKES ITS DISPLAY IN THE FIRST SEASON YOU HAVE IT

You have, consequently, a profit opportunity within a few weeks after you purchase your plants. You do not have to wait until a finely cut division matures in your planting. This is guaranteed, and you are unconditionally the final judge of the quality you receive.

| | Per 10 | Per 100 |
|---|--------|---------|
| AMARYLLIS. Golden orange, July and August. 3 feet | \$3 00 | \$25.00 |
| BAY STATE. (Bet.) A large glistening yellow. Fast growing. 46 in. | 2.50 | 20.00 |
| D. D. WYMAN. Golden-yellow, tawny splashed petals; July and August | 2.25 | 18.00 |
| FULVA MACULATA. Identical to Fulva, flowers much larger, grows more robust | 2.00 | 15.00 |
| GOLDENI. Deep, golden orange flowers in early July | 2.00 | 15.00 |
| GYPSEY. Brilliant deep orange flowers in July | 2.00 | 15.00 |
| HYPERION. Citron yellow, prolific, July, 40 in. | 3.50 | 30.00 |
| KWANSO FL. PL. Double bronze-gold, July, 4 feet | 2.00 | 15.00 |
| MARGARET PERRY. One of the best. Scarlet-orange, June | 2.00 | 15.00 |
| VESTA. (Stout). Deep glistening gold-orange. Holds up well in hot weather. 30 inches. June and July | 2.00 | 15.00 |



HEUCHERA BRIZOIDES

HEUCHERA CORAL BELLS

BRIZOIDES. Dainty pink bells densely bundled on long spikes. Strong grower.

Per 10, \$2.50; Per 100, \$20.00

GARNET. Unusually large bells; color is a crystal clear pink.

Per 10, \$2.50; Per 100, \$20.00

ROSAMUNDI. This is the most desirable of the coral-pink sorts. It is a strong grower, not subject to any blight, and produces an abundance of fine coral-pink blossoms on tall, strong stems, which last over 2 months.

Per 10, \$2.50; Per 100, \$20.00

PERRY'S WHITE. Pure white, silvery foliage, low growing variety. Beautiful member of a valuable family.

Per 10, \$3.00; Per 100, \$25.00

GYPHOPHILA

BRISTOL FAIRY. The value of Gypsophila Bristol Fairy for cutting and border exhibition is fond knowledge. One of the finest crops in our memory is growing in our nursery rows.

Per 10, \$4.00; Per 100, \$35.00

BRISTOL FAIRY PERFECT. Considered by many to be a distinct improvement over the older type. Flowers are slightly larger and more prolific. A secondary bloom can also be expected from this variety. Quantities are extremely limited and we can accept only a few orders.

Per 10, \$6.50

OLDHAMANA. A long season filler. Flowers white, delicately tinted pink.

Per 10, \$2.00; Per 100, \$15.00

PANICULATA. Dense and spreading, flowers in feathery panicles.

Per 10, \$1.75; Per 100, \$10.00; Per M, \$75.00

PACIFICA. New pink variety of strong growth, blooming after the Paniculata is past its best 4 feet.

Per 10, \$2.00; Per 100, \$15.00

EUPHORBIA

MYRSINITES. An exceptionally beautiful prostrate plant with silvery-gray leaves. A large yellow flower head is produced on the ends of the long trailing stems, making this a striking item when grown to hang over the edge of a flower box, or a rockery. Likes Shade.

Per 10, \$2.50; Per 100, \$20.00

GAILLARDIA

BLANKET FLOWER

SUN GOD. This plant has everything. Graceful habit, large striking yellow flowers produced on good straight stiff stems. All this combined with its ability to bloom from very early summer until heavy frosts appear, make this a truly superlative hardy plant. Quantities are limited so please reserve early.

Field Grown—Per 10, \$3.00; Per 100, \$25.00

HELIANTHUS

CORONATION. A fine introduction of this noble race of border plants. Produces large, perfect double flowers of a rich yellow color from August to October. Grows to a height of 4 to 5 feet.

Per 10, \$2.00; Per 100, \$15.00

LODDON GOLD. Enormous Dahlia-like flowers of a bright yellow color, often 5 inches in diameter. If grown on gravel loamy soil, the blooms will develop to greater perfection. If the flowers are cut immediately, the blooming season can be extended from July until severe frosts. Height 4 to 5 feet.

Per 10, \$2.00; Per 100, \$15.00

MULTIFLORUS FL. PL. A very effective hardy plant growing 4 feet tall. Has exceptionally showy large double golden yellow flowers during July and August. A very profuse bloomer highly valued for the Dahlia-like appearances of the fully double blooms.

Per 10, \$2.00; Per 100, \$15.00

HELENIUM

HELEN FLOWER

MOERHEIM BEAUTY. A fine companion plant for Pumilum Magnificum. Large silky flowers of a glowing burgundy red on strong erect stems about 2 feet tall. Blooms all summer.

Per 10, \$2.25; Per 100, \$18.00

HYDRANGEA BLUE CHINA BOY

Blue China Boy is a distinct advance. It is distinguished by an immense head, with each floret measuring 2 or 3 inches. Actually each stalk is a bouquet in itself when cut. Its prime point is its complete hardiness. Here, where cold northern lakes winters prevail, it thrives in the coldest section of land in the nursery. Color is intense blue; chemical components of the soil, of course, are factors in color intensity of all blue Hydrangeas.

Field Grown Per 10, \$5.00

IBERIS

HARDY CANDYTUFT

SNOWFLAKE. A great variety of 6 to 8 inches high, having exceptionally large, pure white flowers borne in great masses during May and June.

Per 10, \$2.50; Per 100, \$20.00

SEMPERVIRENS. Very dwarf, covered with a sheet of white. Perfectly hardy. Height 6 to 8 inches.

Per 10, \$2.25; Per 100, \$18.00

NEW HIBISCUS MARTIN'S GIANT HYBRIDS

For as many years as we have been searching for new things, we have had a yen to find the best Hybrid Hibiscus there could possibly be and have it bear our firm name. We have it now. This selection is without peer anywhere. Flowers 6 to 12 inches across, every Hibiscus color is represented in the candy-stick color range. It grows to 3-4 feet, foliage is deep green and paddle size. Habits are all clean and disease resistant. This is one of the finest of plants and makes the riot of the tropics available to every gardener.

Heavy F.G. — Per 10, \$2.25; Per 100, \$18.00; Per 1000, \$150.00

LIATRIS**BLAZING STAR OR GAYFEATHER**

No florist who uses gladioli or other spike type flowers should be without *Liatris*. This is the perfect companion flower for summer bouquets or basket work. Buying several varieties will give you a long season of bloom, from early summer to late fall.

KOBALT HYBRID. A new one and just about the finest there is. Low growing, similar in flowering characteristics to the *Scariosa* types, but produces much more liberally. The color is the most intense deep blue in the family.

Per 10, \$2.00; Per 100, \$15.00

PYCNOSTACHYA. Does well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks. First rate cut flower.

Per 10, \$2.00; Per 100, \$15.00

SCARIOSA. This is a much showier form than is usually sent out for this plant. It has large, showy purple heads and flowers much later than the others. A very imposing form. Mid-August. 4 to 5 feet.

Per 10, \$2.00; Per 100, \$15.00

SCARIOSA WHITE. A very showy white form of *Scariosa* that produces large spikes of pure white flowers. An outstanding plant for accent use.

Per 10, \$2.50; Per 100, \$20.00

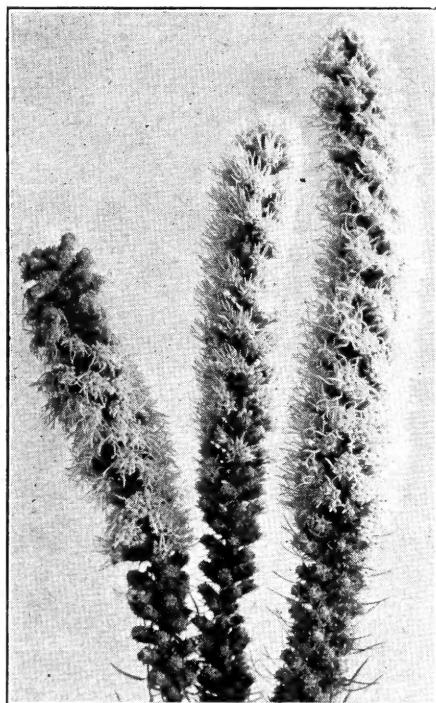
SEPTEMBER GLORY. Late flowering type noted for its outstanding beauty. The purple flowers are produced on extra long spikes during late August and September.

Per 10, \$2.00; Per 100, \$15.00

LIATRIS, SILVER TIPS

(Alexander) Early blooming light lavender. Flowers are edged silver, growing on a vigorous spike. Large, lush foliage.

Per 10, \$2.25; Per 100, \$18.00



LIATRIS

ORCHID IRIS KAEMPFERI

| | | |
|---|--------|---------|
| BLUE BIRD. Single superb dark violet. | \$2.25 | \$18.00 |
| BLUE WAVES. Large semi-double. Greyish background overlaid with blue | 3.00 | 25.00 |
| FASCINATION. Double mauve-pink, veins blush white | 3.00 | 25.00 |
| GEKO NO NAMI. Earliest to bloom and the choicest white, very free. Glistening white with creamy white stigmas | 3.50 | 30.00 |
| HADONA. Nine petaled. Striking violet blue with gold center. Veined light blue for cool contrast | 3.00 | 25.00 |
| HERCULES. Double clear blue | 2.50 | 20.00 |
| KUMI NO OBI. Massive double deep violet petals, bordered lighter violet | 3.00 | 25.00 |
| LA FAVORITE. Double, large fine white, freely veined blue, and a rich purple center. | | |
| LUCIA MARSHALL. Large, double pansy-violet, white veins | 2.50 | 20.00 |
| MRS. J. A. HAYDEN. Double white softly suffused pale violet. Anthers develop into extra petals making almost a triple form | 3.00 | 25.00 |
| NEPTUNE. Strong grower of the 3 petals. Color is a highly red-dened mahogany | 2.75 | 22.50 |
| PATROCLE. Single superb dark violet | 2.00 | 15.00 |
| ROSE ANNA. Double ivory white, ruby red veins | 2.25 | 18.00 |
| SEACREST. Double, blue-blush white. Fine | 3.00 | 25.00 |

IRIS PUMILA

Messengers that herald the spring! For the flower shows; for sale as clumps out of pots, baskets, beds; for plantings that will display your "master's touch" to your customers, use the *Pumila* Iris. Brilliant colors, thrive in any soil rich or poor, sun or shade.

| | | |
|--|--------|---------|
| | Per 10 | Per 100 |
| ATROVIOLOCEA. The earliest of the <i>Pumilas</i> . Rich red purple | \$2.00 | \$15.00 |
| DR. MANN. Fragrant, petunia-violet with smoky falls | 2.00 | 15.00 |
| LA FIANCEE. An exquisite hardy Iris, the flowers are snow white, large and well formed, produced in great abundance. Foliage light and graceful. Suitable for flower border or waterside. 3 ft. | 2.00 | 15.00 |
| THE BRIDE. A fine white | 2.00 | 15.00 |
| WHITE QUEEN. Finest white, early | 2.00 | 15.00 |

IRIS SIBERICA — Siberian Iris

| | | |
|---|------|-------|
| BLUE CHARM. A beautiful soft sky blue, 48 inches, free bloomer. | 1.75 | 12.00 |
| CAESAR'S BROTHER. A new fine blue. | 1.75 | 12.00 |
| LADY NORTHCLIFFE. Rich, deep bright violet, veined white throat. | 1.75 | 12.00 |

LINUM**FLAX**

PERENNE. May-August. Very attractive both in foliage and bloom. Flowers beautiful pale blue on slender graceful stems. An interesting plant for the medium border for all summer. It harmonizes with other flowers to build a charming color scheme.

Per 10, \$1.75; Per 100, \$12.00

PERENNE ALBA. Milk white flowers, very decorative.

Per 10, \$2.00; Per 100, \$15.00

LYTHRUM**PURPLE LOOSESTRIFE**

ROBERT. A valuable dwarf addition to a prolific, easy-to-grow, family. This compact plant sends up as many as two dozen slender spikes that attain a height of eighteen inches, and carry flowers of a glowing pink with red tones.

Per 10, \$3.00; Per 100, \$25.00

MYOSOTIS**FORGET-ME-NOTS**

ALPESTRIS BLUE. We can look forward to the beautiful picture that they will make in the early Spring garden and continually through the Summer and early Fall. *Alpestris Bluebird* is a large, clear blue, habit is close, compact, and the center remains solid and closed.

Per 10, \$2.00; Per 100, \$15.00

MONARDA OR BERGAMOT**OSWEGO TEA**

DIDYMA, CROFTWAY PINK. A most appealing rich rose-pink. Hardy and free blooming. Like other *Bergamots*, it presents an irresistible attraction for hummingbirds. Does well in shady gardens and is excellent for cutting.

Per 10, \$2.00; Per 100, \$15.00

DIDYMA, HYBRIDA SUNSET. A great advance. Color is a brilliant mahogany red. This quality, combined with the spicy fragrance, makes it both excellent for cutting and the border.

Per 10, \$2.50; Per 100, \$20.00

PACHISTIMA

CANBYI. Low growing evergreen shrub with small Holly-like leaves. Ultimate spread is 2 feet. Grows in shade and is perfect for edging or specimen work.

F.G.—Per 10, \$4.50; Per 100, \$40.00

PACHYSANDRA

TERMINALIS. Ground covering plant, averaging 6 to 8 inches in height and branching freely into a dense mat. Its shapely indented foliage is practically evergreen. It bears small spikes of light colored flowers during May and June. As a border for walks and drives it is most attractive; also splendid for steep in sun or shade and for dense shade under any kind of trees.

Pots—Per 10, \$2.00; Per 100, \$15.00

HARDY PHLOX

We have in our fields this year, an outstanding assortment of hardy phlox. These varieties are the best that we have been able to select from the many varieties that we have tested, and we know that they will be extremely profitable for you to handle. All of these plants have been carefully cultured, guaranteeing trueness to name, and excellence in quality. Place your orders early, because we never seem to have enough to supply the large demand.

| | Per 10 | Per 100 |
|---|--------|---------|
| AFRICA. Brilliant carmine red with blood-red eye | \$2.25 | \$18.00 |
| AMERICAN BEAUTY. Bright salmon-pink, strong growing, large heads | 2.25 | 18.00 |
| B. COMPTE. Tall growing variety producing large heads of rich satiny amaranth flowers. Very brilliant. Looks well planted close to a yellow flowering plant. | 2.00 | 15.00 |
| BORDER QUEEN. Heads are enormous and flowers are pure pink. Very rare and beautiful. Plants are dwarf and excellent for garden. | 2.75 | 22.50 |
| BRIGADIER. New English introduction. Carmine red with claret-pink shading. The eye is small and clear red. | 2.75 | 22.50 |
| CAROLINE VANDENBERG. The best "Blue" to date. A lovely fascinating color combined with large individual blooms and trusses. | 2.25 | 18.00 |
| CHARLES CURTIS. True. Sunset red. Strong grower, clean foliage, large flower heads, does not discolor in the sun. | 2.25 | 18.00 |
| DAILY SKETCH. Soft salmon pink with a carmine eye. | 2.25 | 18.00 |
| DIXIE. Low, light pink | 2.00 | 15.00 |
| ELIZABETH ARDEN. New. Very large delicate pink florets on large flower heads. Dwarf grower. | 2.50 | 20.00 |
| EVA FOERSTER. Bright salmon rose, white center. Dwarf. | 2.25 | 18.00 |
| GOLIATH. Large royal scarlet. | 2.25 | 18.00 |
| HARVEST FIRE. Strong grower, producing brilliant salmon-orange flowers. The heads are large as well as the individual flowers. | 2.75 | 22.50 |
| JEANNE D'ARC. Pure white, bluish pink eye. | 2.00 | 15.00 |
| LEO SCHLAGETER. Large scarlet trusses slightly darker in the center. | 2.25 | 18.00 |
| LILLIAN. Lovely pure pink without any trace of magenta or rose. The florets are large the flower heads are good size and are borne in profusion. | 2.25 | 18.00 |
| MARGARET. Clear deep pink, strong grower. | 2.25 | 18.00 |
| MARY LOUISE. Pure, glistening, snow-white heads of unusually large size. | 2.25 | 18.00 |
| MOUNT HOOD. Large pure white flower in broad clusters. Medium tall. | 2.25 | 18.00 |
| MIES COPPIN. New, exceptionally rugged and erect grower. A pure pink with carmine eye. Produces great masses of flowers all summer. | 3.00 | 25.00 |
| MISS LINGARD (Suffruticosa). The best early white known. Indispensable. | 2.75 | 22.50 |
| PAINTED LADY. Silvery pink with salmon shadings and cherry red eye | 2.25 | 18.00 |
| PRIME MINISTER. White clear crimson eye. | 2.00 | 15.00 |
| PROGRESS. Blue with a white eye. | 2.00 | 15.00 |
| REDBIRD. Crimson red with deep red centered florets. | 2.25 | 18.00 |
| REMBRANDT. New. Another enormous, pure white, tall and well formed phlox. Will make a good cut flower. | 3.00 | 25.00 |
| RUBY LEE. The large flowers are plum red large panicles, strong thick stem, heavy foliage. | 2.25 | 18.00 |
| SIR JOHN FALSTAFF. Enormous trusses up to 18 in., deep salmon-pink. | 2.50 | 20.00 |
| STARLIGHT. Violet red shading to lilac. | 2.25 | 18.00 |
| WHITE ADMIRAL. New, produces beautiful snow-mounds of pure white flowers on enormous heads. Excellent late blooms. 2½ feet. | 2.50 | 20.00 |
| WORLD PEACE. Large, pure white; strong grower. | 2.50 | 20.00 |

PEONIES

We have a large block of husky stock which is unbalanced, containing a majority of pinks & pink and white peonies. This block must be cleaned out — if you care to deal please call or write us. We have some excellent pinks true to name — if you desire — otherwise we offer this block in mixture only — large divisions, 3-5 eye & up — ideal for potting.

Per 10, \$3.00; Per 100, \$20.00

PENTSTEMON

BEARD-TONGUE

GARNET. Is nearly spreading in habit, and produces a succession of bloom from June until cut down by frost. Stems are 12-18" long, neatly populated by large rich garnet colored flowers.

Per 10, \$2.00; Per 100, \$15.00

PINK BEAUTY. Flower spikes 30 inches high, pure pastel pink, are borne in profusion. The silvery sheen in the foliage and in the bloom makes it a beautiful garden and cut flower variety.

Per 10, \$2.25; Per 100, \$18.00

ROSE ELF. A lovely clean shell-pink. A beautiful cutflower; one of the outstanding new and good plants; makes a delightful companion to Gypsophila.

Per 10, \$2.50; Per 100, \$20.00

POLEMONIUM

BLUE PEARL. The lovely and clear baby-blue flowers are freely produced in April and May. Does well in sun or shade. Foliage very ornamental throughout entire summer. Height 12 in.

Per 10, \$2.00; Per 100, \$15.00

PLUMBAGO

LEADWORT

LARPENTAE. One of the most desirable border and rock plants. It is of dwarf, spreading habit, growing 6 to 8 inches high, covered with deep blue flowers during the summer and fall. The flowers are borne in small clusters just above the foliage. Does well in the rock garden in full sun or light shade.

Per 10, \$2.50; Per 100, \$20.00

PHLOX SUBULATA

MOSS PINKS

ATROPURPUREA. A distinct form of Phlox subulata, a very free bloomer; strong grower and of the color of Phlox decussata, B. Compse, with a slightly darker eye. When in bloom it stands out strikingly and can be distinguished by its deeper red from any other form of Subulata.

Per 10, \$2.25; Per 100, \$18.00

BLUE EMERALD CUSHION. The pure, sky blue sport of Emerald Cushion.

Per 10, \$2.25; Per 100, \$18.00

EMERALD CUSHION. A close compact foliage, even better in character than the Vivid. Extremely floriferous, it has the longest blooming season in the family. Florets of unusual size, color a pure, unbleached pink.

Per 10, \$2.25; Per 100, \$18.00

FAVORITE. (Alexander). A pure rose in silver shade, really different, a standout in the block planting. It is new now, but a leader in sight sales from our assortment. You will like its vigorous nature.

Per 10, \$2.50; Per 100, \$20.00

GARY PINK. A new pink subulata with larger pink florets than most other types of pink subulatas. Good foliage and growth habits makes this a worthy addition to your line of creeping phlox.

Per 10, \$2.75; Per 100, \$22.50

LILACINA. A strong growing, creeping variety suitable for bold masses in the rockery, completely covered with light lilac flowers in May; the foliage is lovely in winter.

Per 10, \$2.00; Per 100, \$15.00

PINK PERFECTION. As the name would have it, this phlox is perfect in every respect. Foliage, growth, habit, flower size, form, and color. Stocks are limited because of the unusual demand. Order early.

Per 10, \$2.25; Per 100, \$18.00

WHITE DELIGHT. Largest white in existence today. Exceptionally large flower, on bright green foliage.

Per 10, \$2.25; Per 100, \$18.00

ALEXANDER'S WILD ROSE. A most vigorous grower with a tendency for fall bloom, along with a very early spring floriferousness. Foliage is very good, coming through dry summers and cold winters equally well.

Per 10, \$2.25; Per 100, \$18.00

PHLOX SPECIES

DIVARICATA. Large fragrant lavender flowers in April and May. Shade lover for woody naturalization.

Per 10, \$2.00; Per 100, \$15.00

AMOENA. Beautiful spring flowering Phlox. Its beautiful clear pink flowers are borne in great profusion, upright, in bush form on stems 12 inches high in May. Very fine for bordering.

Per 10, \$2.00; Per 100, \$15.00

PHYSALIS

JAPANESE LANTERN

FRANCHETI. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermillion and are ever-lasting after drying. Single plants produce as many as thirty lanterns that sell readily in any flower market.

Per 10, \$2.00; Per 100, \$15.00

POLYGONUM

DWARF LACE PLANT

REYNOUTRIA. One of the finest dwarf ground covers. Thrives in any soil, hovers 4 to 8 inches, blooms airy pink sprays. Foliage deep green all summer, bronze red in the fall and winter.

Per 10, \$3.50; Per 100, \$30.00

POPPIES

The varieties listed her are the result of much testing to prove their worth to you, as a commercial grower. All of them have had a lot of nationwide publicity in the most popular gardening magazines and are ready now to make you profits.

| | Per 10 | Per 100 |
|---|--------|---------|
| CURTIS GIANT FLESH PINK. A 3 foot Giant. 9-inch blooms of glowing flesh-pink. Well adapted to shady locations | 3.50 | 30.00 |
| CURTISS GIANT MAHOGANY. Giant mahogany-red flowers on 40 inch stems. Exceptional | 3.00 | 25.00 |
| CURTIS GIANT SALMON PINK. Light salmon pink. Large blooms on heavy stems of medium height | 3.25 | 27.50 |
| GOLD OF OPHIR. A golden-orange beauty, with the unique characteristic of increasing loveliness in each successive year of bloom. 24 inches | 3.00 | 25.00 |
| HENRI CAYEAUX IMPROVED. Old-rose shaded to burgundy. Very distinct. Often referred to as the Purple Poppy | 2.50 | 20.00 |
| LACH KOENIGEN. One of the finest, strongest growing deep salmon-pinks | 2.50 | 20.00 |

PYRETHRUM

ROSEUM HYBRIDUM. Very hardy and one of the choicest of perennials. The attractive fernlike foliage is interesting when the plants are not in bloom and the flowers ranging from pure white through shades of pink to deep crimson are beautiful on the plant or as cut flowers. They flower the last of May and through June.

Per 10, \$2.50; Per 100, \$20.00

PRIMULA

GIANT BOUQUET. A new, magnificent development. Flowers are often individually more than 2 inches across. They produce in great numbers and display an immense variety of coloring from white, cream, yellow, scarlet, purple, crimson. Strong stemmed, they are fine for cutting and the border.

Per 10, \$2.75; Per 100, \$22.50

POTENTILLA FRUITICOSA

GOLD DROP. This is a small shrub, growing to a height of about 2½ feet, giving an irregular mound-like appearance. The leaves are fernlike and are intermingled with very brilliant buttercup yellow flowers from early June to late October. Perfect for use in the border, completely hardy, and does best in full sun.

Per 10, \$6.50; Per 100, \$60.00

GOLDEN PRIVET

VICARI. A new, dwarf growing, hardy privet, with pure golden foliage. Not to be confused with the yellow variegated California type, which is not hardy. Becoming more popular every day, this plant is used superbly as an edging for flower beds and as an individual specimen in the border planting. Slow growing, and requires little pruning.

well branched, F. Grown 12-15"
Per 10, \$3.50; Per 100, \$30.00

| | Per 10 | Per 100 |
|---|--------|---------|
| MRS. PERRY. A very fine variety of salmon-pink color, very distinct. Grows to a height of 3 feet | 2.50 | 20.00 |
| PURITY. Pure soft pink without any spots or markings. Very fine | 2.25 | 18.00 |
| ROYAL SCARLET. A big, rugged variety, the brightest of them all. You can't beat a red poppy, and this is the best red | 3.00 | 25.00 |
| SALMON GLOW. (Double). A fine double salmon-orange not to be confused with Olympia. The flowers are exceptionally large, fully 8 inches across. It is of Dutch origination and selected for the Wisley trials. It received a first class certificate in Holland. Strong upright growing Poppy, much admired in our nursery | 3.00 | 25.00 |
| TORADOR. Carmine-red, huge 9-inch flowers with delightfully crinkled edges, borne on sturdy 30-inch stems | 3.50 | 30.00 |

SEDUM

ACRE. (Wall Pepper; Mossy Stonecrop). A pretty species for rockwork; well known and considerably used. Foliage green; flowers bright yellow; prostrate and slowly spreading. 2 inches. May-June.

Per 10, \$2.00; Per 100, \$15.00

SPURIUM COCCINEUM. Flowers rosy crimson. 6 inches. July and August. Very good.

Per 10, \$2.00; Per 100, \$15.00

KAMTSCHATICUM. Orange-yellow flowers, with prostrate, green foliage turning golden in autumn.

Per 10, \$2.00; Per 100, \$15.00

REFLEXUM. Small, succulent, pointed, gray-green leaves on a neatly compact evergreen plant. Pretty yellow flower heads are produced in the spring, however the principal beauty lies in the foliage.

Per 10, \$2.00; Per 100, \$15.00

SARMENTOSUM. Excellent dwarf variety for rockeries or border edgings. The best Sedum for filling seams between rocks in wall garden; rapid grower. Its bright yellow flowers make an attractive soft carpet. June, July.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE. Erect growing mass of rose colored flower heads 18 inches high. August and September.

Per 10, \$2.25; Per 100, \$18.00

SPECTABILE BRILLIANT. Erect growing mass of rose colored flower heads 18 inches high. August and September.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE WHITE. An erect growing mass of white flower heads on 18" stems. Large succulent ovate leaves in themselves highly decorative. Mid summer bloom.

Per 10, \$2.00; Per 100, \$15.00

SPURIUM DRAGON'S BLOOD. Outstanding for the rock garden and dry wall. Foliage deep reddish bronze, with blood red flowers June thru October.

Per 10, \$2.25; Per 100, \$18.00

TROLLIUS

LEDEBOURI. Very large, orange flowers. Strong, upright growth, blooming a little later. Height 2½ to 3 feet.

Per 10, \$3.50; Per 100 \$30.00



PHYSOSTEGIA GRANDIFLORA

PHYSOSTEGIA

FALSE DRAGONHEAD

GRANDIFLORA ROSY SPIRE. Grows from 18-24 inches with large heads of bright violet mauve flowers. Very desirable for cutting.

Per 10, \$2.00; Per 100, \$15.00

SUMMER SNOW. In all its characteristics, it resembles the medium tall Rosy Spire. Flowers are glistening pure white and admirably suited to cutting.

Per 10, \$2.00; Per 100, \$15.00

PLATYCODON

BALLOON FLOWER — XXX F.G.

DOUBLE BLUE. 3 inch blooms, about 95% true. Per 10, \$1.75; Per 100, \$12.50

DOUBLE WHITE. Pure white, true stock, very free.

Per 10, \$1.75; Per 100, \$12.50

GRANDIFLORA ALBA. Per 10, \$1.75; Per 100, \$12.50

MARIESI. Blue or white separate, dwarf. Per 10, \$1.75; Per 100, \$12.50

SHELL-PINK. Deep rose veination. Per 10, \$1.75; Per 100, \$12.50

STOKESIA

CORNFLOWER ASTER

BLUE DANUBE. (Super Blue). New, and a wonderful advance in this family. Growth is stronger, flowers more profuse, and color brighter than anything we have seen in Stokesia. Supply is extremely limited.

Per 10, \$2.50; Per 100, \$20.00

SILVER MOON. A new white form of Blue Moon. Per 10, \$2.50; Per 100, \$20.00

THE JOSEPH F. MARTIN CO., INC., PAINESVILLE, OHIO

Handy Order Blank For The HARDY MUMS

Discount 2% For Cash With Order

| | |
|--|--|
| <p>Ship To _____</p> <p>Street _____</p> <p>City _____ State _____</p> | <p>Via _____</p> <p>Date _____</p> <p>Preferred Delivery Date _____</p> |
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| Qty. | 25 of ea. at 100 rate 5 of ea. at 10 rate | Amt. | Qty. | 25 of ea. at 100 rate 5 of ea. at 10 rate | Amt. | Qty. | 25 of ea. at 100 rate 5 of ea. at 10 rate | Amt. | Qty. | 25 of ea. at 100 rate 5 of ea. at 10 rate | Amt. |
|---------------------|--|------|------|--|------|------|--|------|------|---|------|
| GENERAL LIST | | | | | | | | | | | |
| | ADMIRATION 10-\$3.00 100-\$25.00 | | | CHIKUITA 10-\$2.00 100-\$15.00 | | | FLAXEN BEAUTY 10-\$2.25 100-\$18.00 | | | MAGNIFICENT 10-\$2.50 100-\$20.00 | |
| | ALABASTER 10-\$2.50; 100-\$20.00 | | | CHOPIN 10-\$3.00 100-\$25.00 | | | FOOTBALL BRONZE 10-\$4.00 100-\$35.00 | | | MAJOR BOWES 10-\$3.00 100-\$25.00 | |
| | ALABASTER GOLD 10-\$3.00 100-\$25.00 | | | COPPERSMITH 10-\$4.00 100-\$35.00 | | | GARDENIA 10-\$3.50 100-\$30.00 | | | MALINDA BROWN 10-\$2.25 100-\$18.00 | |
| | ALEX CUMMINGS 10-\$3.50 100-\$30.00 | | | CHRIS COLUMBUS 10-\$2.50 100-\$20.00 | | | GEN. MAC ARTHUR 10-\$2.50 100-\$20.00 | | | MING 10-\$2.25 100-\$18.00 | |
| | ALGONQUIN 10-\$2.00 100-\$15.00 | | | COMPANION 10-\$4.00 100-\$35.00 | | | GEO. LUXTON 10-\$3.50 100-\$30.00 | | | MISS LACE 10-\$2.75 100-\$22.50 | |
| | ALLEGRO 10-\$2.00 100-\$15.00 | | | CROWNING GLORY 10-\$3.00 100-\$25.00 | | | GOLDEN SUNSET 10-\$2.50 100-\$20.00 | | | MISTY MAID 10-\$2.25 100-\$18.00 | |
| | APACHE 10-\$3.50 100-\$30.00 | | | CROWN JEWEL 10-\$3.00 100-\$25.00 | | | HEARTSTRINGS 10-\$3.50 100-\$30.00 | | | MURIEL RICE 10-\$3.50 100-\$30.00 | |
| | ARAPAHOE 10-\$2.50 100-\$20.00 | | | DAWNROSE 10-\$2.75 100-\$22.50 | | | HOLIDAY 10-\$2.50 100-\$20.00 | | | MURMURS 10-\$3.00 100-\$25.00 | |
| | AVALANCHE 10-\$2.75 100-\$22.50 | | | D. D. AHRENS 10-\$2.25 100-\$18.00 | | | HONEYSWEET 10-\$3.50 100-\$30.00 | | | MY LADY 10-\$2.50; 100-\$20.00 | |
| | BETTY 10-\$2.25 100-\$18.00 | | | DWIGHT DOUGLAS 10-\$3.00 100-\$25.00 | | | HUNTSMAN 10-\$2.50 100-\$20.00 | | | NEW MAJORIE MILLS 10-\$3.50 100-\$30.00 | |
| | BRONZE PYRAMID 10-\$2.75 100-\$22.50 | | | EARLY CRIMSON 10-\$2.75 100-\$22.50 | | | IRON MOUNTAIN 10-\$3.50 100-\$30.00 | | | NORTHERN QUEEN 10-\$3.00 100-\$25.00 | |
| | BUTTERCUP 10-\$3.50 100-\$30.00 | | | EARLY KATHLEEN 10-\$3.50 100-\$30.00 | | | IVORY GLOW 10-\$2.25 100-\$18.00 | | | OSCEOLA 10-\$2.25 100-\$18.00 | |
| | BUTTERSCOTCH 10-\$4.00 100-\$35.00 | | | ELAINE 10-\$2.75 100-\$22.50 | | | JAYEFF 10-\$2.50 100-\$20.00 | | | OLD LAVENDER 10-\$2.25 100-\$18.00 | |
| | CALUMET 10-\$3.00 100-\$25.00 | | | ELIZABETH HOOD 10-\$2.25 100-\$18.00 | | | JUDITH ANDERSON 10-\$2.25; 100-\$18.00 | | | PATHFINDER 10-\$2.75 100-\$22.50 | |
| | CANDLELIGHT 10-\$2.75 100-\$22.50 | | | ENTERPRISE 10-\$2.50 100-\$20.00 | | | KATHLEEN LEHMAN 10-\$3.50 100-\$30.00 | | | PEPITA 10-\$2.00 100-\$15.00 | |
| | CANARY WONDER 10-\$2.25 100-\$18.00 | | | ERMINE 10-\$2.25 100-\$18.00 | | | KIOWA 10-\$3.00 100-\$25.00 | | | PURPLE WATERS 10-\$3.50 100-\$30.00 | |
| | CECIL BEED 10-\$2.25 100-\$18.00 | | | EVELYN DEYANEY 10-\$4.00 100-\$35.00 | | | KRISTINA 10-\$2.50 100-\$20.00 | | | PLAINSMAN 10-\$2.75 100-\$22.50 | |
| | CHIPPA RED 10-\$4.00 100-\$35.00 | | | FINGER LAKES 10-\$2.25 100-\$18.00 | | | LADY'S CHOICE 10-\$4.00 100-\$35.00 | | | REAL GOLD 10-\$2.75 100-\$22.50 | |
| | | | | FIRE ENGINE 10-\$2.50 100-\$20.00 | | | LESHARA 10-\$2.75 100-\$22.50 | | | REDCOAT 10-\$2.50 100-\$20.00 | |
| | | | | FLAMBOYANT 10-\$3.50 100-\$30.00 | | | MADAME CADILLAC 10-\$2.25 100-\$18.00 | | | RED DIAMOND 10-\$3.00 100-\$25.00 | |
| | TOTAL COLUMN 1 | | | TOTAL COLUMN 2 | | | TOTAL COLUMN 3 | | | TOTAL COLUMN 4 | |

| Qty. | 25 of ea. at 100 rate 5 of ea. at 10 rate | Amt. | Qty. | 25 of ea. at 100 rate 5 of ea. at 10 rate | Amt. | Qty. | 25 of ea. at 100 rate 5 of ea. at 10 rate | Amt. | Qty. | 25 of ea. at 100 rate 5 of ea. at 10 rate | Amt. |
|------|--|------|----------|--|------|------|--|------|------|--|------|
| | RED DOTY 10-\$2.00 100-\$15.00 | | | VISION 10-\$3.00 100-\$25.00 | | | JOYOUS 10-\$3.50 100-\$30.00 | | | STAR GLORY 10-\$3.50 100-\$30.00 | |
| | RED FEATHER 10-\$2.25 100-\$18.00 | | | WHITE CLOUD 10-\$2.75 100-\$22.50 | | | LIPSTICK 10-\$4.00 100-\$35.00 | | | TRANQUILITY 10-\$3.00 100-\$25.00 | |
| | REVERENCE 10-\$3.50 100-\$30.00 | | | WHITE WONDER 10-\$2.25 100-\$18.00 | | | MAJOR CUSHION 10-\$2.25 100-\$18.00 | | | TWINKLE 10-\$3.00 100-\$25.00 | |
| | RHYTHM 10-\$3.50 100-\$30.00 | | CUSHIONS | | | | MARTIN'S WHITE 10-\$3.00 100-\$25.00 | | | VIOLET STAR 10-\$3.00 100-\$25.00 | |
| | ROMANCE 10-\$4.50 100-\$40.00 | | | ADORABLE 10-\$4.50 100-\$40.00 | | | MARTIN'S YELLOW 10-\$3.00 100-\$25.00 | | | W. P. SNYDER 10-\$2.00; 100-\$15.00 | |
| | RONNIE 10-\$3.00 100-\$25.00 | | | AUTUMN SONG 10-\$3.00 100-\$25.00 | | | MEADOW GOLD 10-\$3.00 100-\$25.00 | | | YELLOW SUPREME 10-\$2.25 100-\$18.00 | |
| | ROSETONE 10-\$4.50 100-\$40.00 | | | BONNIE BRIDE 10-\$3.00 100-\$25.00 | | | MISCHIEF 10-\$2.25 100-\$18.00 | | | TOTAL COLUMN 8 | |
| | RUBY POMPON 10-\$2.25; 100-\$18.00 | | | BOWL O'GOLD 10-\$3.00 100-\$25.00 | | | ORCHID HELEN 10-\$2.25 100-\$18.00 | | | <div>TO TOTAL COLUMNS</div> <div>COL. 1 \$ _____</div> <div>COL. 2 \$ _____</div> <div>COL. 3 \$ _____</div> <div>COL. 4 \$ _____</div> <div>COL. 5 \$ _____</div> <div>COL. 6 \$ _____</div> <div>COL. 7 \$ _____</div> <div>COL. 8 \$ _____</div> <div>GROSS \$ _____</div> <div>Less 2% FOR CASH \$ _____</div> <div>NET \$ _____</div> | |
| | RUSTY RED 10-\$2.75 100-\$22.50 | | | CANDY 10-\$2.50 100-\$20.00 | | | OSTOSA 10-\$2.75 100-\$22.50 | | | | |
| | RUTHANN LEHMAN 10-\$4.00 100-\$35.00 | | | COQUETTE 10-\$4.50 100-\$40.00 | | | PONCA 10-\$3.00 100-\$25.00 | | | | |
| | SALUTE 10-\$2.50 100-\$20.00 | | | CRYSTAL MAID 10-\$2.75 100-\$22.50 | | | RED CLOUD 10-\$3.00 100-\$25.00 | | | | |
| | SEPTEMBER DAWN 10-\$2.00; 100-\$15.00 | | | CUTIE 10-\$2.00; 100-\$15.00 | | | RED CUSHION 10-\$2.00 100-\$15.00 | | | | |
| | SEPTEMBER WINE 10-\$2.00; 100-\$15.00 | | | DWARF JEWEL 10-\$2.25 100-\$18.00 | | | RED ELF 10-\$4.00 100-\$35.00 | | | | |
| | SILVER SHEEN 10-\$2.75 100-\$22.50 | | | EARLY JOAN HELEN 10-\$3.00 100-\$25.00 | | | REMEMBRANCE 10-\$2.75 100-\$22.50 | | | | |
| | SONNY 10-\$3.00 100-\$25.00 | | | EARLY LAVENDER 10-\$3.00 100-\$25.00 | | | REFLECTION 10-\$3.50 100-\$30.00 | | | | |
| | SPELLBINDER 10-\$3.50 100-\$30.00 | | | EUGENE A WANDERER 10-\$2.50 100-\$20.00 | | | ROUGE CUSHION 10-\$3.00 100-\$25.00 | | | | |
| | SUCCESS 10-\$3.00 100-\$25.00 | | | GOLDEN CARPET 10-\$3.00 100-\$25.00 | | | SEPTEMBER CLOUD 10-\$2.00 100-\$15.00 | | | | |
| | SUNAPE 10-\$2.00 100-\$15.00 | | | GOLDEN MOUND 10-\$2.75 100-\$22.50 | | | SILETZ 10-\$4.00 100-\$35.00 | | | | |
| | TUNEFUL 10-\$4.00 100-\$35.00 | | | INDIAN RED 10-\$3.50 100-\$30.00 | | | SPARKLE 10-\$3.00 100-\$25.00 | | | | |
| | VALIANT 10-\$3.50 100-\$30.00 | | | JEWELTONE 10-\$3.50 100-\$30.00 | | | STAR BRIGHT 10-\$3.50 100-\$30.00 | | | | |
| | TOTAL COLUMN 5 | | | TOTAL COLUMN 6 | | | TOTAL COLUMN 7 | | | | |

Please indicate if substitution of a similar or better variety is permissible. ☐ Yes ☐ No

NOTE — THE OPPORTUNITIES FOR MERCHANDISING HARDY CHRYSANTHEMUMS ARE PRESENT in any business that has even the smallest identification with things horticultural.

They are a brilliant exhibition when we really need their blaze of color. Evergreens are browning, lawns are neglected, trees drop their leaves, and even the sky is less frequent with its cheer. There isn't another plant family that will, as a group, respond as effectively as the **HARDY CHRYSANTHEMUMS**.

In the open field, in pots, cloversets, in beds, in the greenhouse, in the landscape planting, and over the counter at the seed store, garden shop, or florist shop, they sell themselves irresistibly. We are always current with ideas for profitable layout and turnover. If you can use any of our information, it will be a privilege to correspond.

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ADJUSTMENTS ARE INEVITABLE. NO BUSINESS CAN CONTINUE GROWING AND PROSPERING WITHOUT PLENTY OF THEM. WHERE THEY ARE NECESSARY, YOU WILL FIND THAT THE JOSEPH F. MARTIN CO. HAS AS FINE A POLICY AS CAN EXIST IN THE NURSERY BUSINESS. WHERE ANYTHING IS WRONG, JUST DROP US A NOTE WITHIN TEN DAYS, IMMEDIATELY IF POSSIBLE. IF DAMAGE IS EVIDENT BEFORE UNPACKING, SECURE A BAD ORDER REPORT FROM THE EXPRESSMAN. OTHERWISE, LET US HAVE ALL DETAILS — TIME AND DAY OF ARRIVAL, CONDITION INSIDE THE CARTON, AND A UNIT REPORT OF YOUR LOSSES (THIS CAN BE CHECKED ON YOUR INVOICE). GIVEN THIS FAIR CHANCE, YOU HAVE OUR ASSURANCE THAT YOU WILL ALWAYS RECEIVE VALUE FOR THE VALUE THAT YOU COMMIT HERE.



RUDBECKIA PURPUREA

RUDBECKIA

GOLDEN GLOW. Masses of large, double, golden-yellow flowers in late summer.

Per 10, \$2.00; Per 100, \$15.00

GOLDEN GLOBE. New. A truly outstanding form. Flowers a perfect globe, 3" in diameter, borne in profusion on stems 24-30" tall. Foliage is a miniature of the rugged Golden Glow. Thoroughly tested for hardiness and public appeal.

Per 10, \$2.00; Per 100, \$15.00

PURPUREA. Peculiar reddish-purple flowers with a very high, large brown cone-shaped center, on 2 to 3 ft. stems. July to October. A splendid plant for the border.

Per 10, \$2.00; Per 100, \$15.00

STATICE

GREAT SEA LAVENDER

LATIFOLIA. A most valuable plant either for the border or rocky with leathery leaves and immense candelabra-like heads, frequently 1½ feet high and 2 feet across, of purplish-blue minute flowers during July and August; these, if cut and dried, will last in perfect condition for months.

Per 10, \$2.50; Per 100, \$20.00

THERMOPSIS

CAROLINIANA. A lovely lupine-like plant with rich green foliage, growing about two feet high. In June and July, yellow pea-like flowers are produced in racemes six to twelve inches long. The general appearance is that of a yellow lupine.

Per 10, \$2.25; Per 100, \$18.00

VALERIANA

COCCINEA. Showy heads of old rose flowers in umbels on 12-inch stems just above the rich green foliage, are produced from June until October. A splendid plant for bold effects in the wall or rock garden; plants, if too large, may be severely cut back without damage. Total height about 2 feet.

Per 10, \$2.00; Per 100, \$15.00

COCCINEA ALBA. White of the above.

Per 10, \$2.00; Per 100, \$15.00

VIOLA

CATHERINE SHARP IMPROVED. A completely hardy Viola with flowers of the richest violet blue. This is a superlative type, and should be grown as a company to Jersey Gem for sale to the most discriminating buyers. In small pots, they will flower continuously in a cool house and make a perfect gift item all winter.

Pots Per 10, \$2.25; Per 100, \$18.00

TEUCRIUM CHAMAEDRYS

POPULAR PERENNIAL HEDGE

Since its merits have been recognized, scarcely a perennial border is complete without the neat green definition lent by a Teucrium hedge. Leaves a bright glossy green, myriads of stems rising 8 to 12 inches high, the Teucrium hedge may be trimmed formally by the fastidious or allowed to grow as it will in which case its natural dignity is formal enough for most of us.

Heavy F.G. Per 10, \$2.00; Per 100, \$15.00
2 Yr. Heavy Per 10, \$3.00; Per 100, \$25.

THYMUS

VULGARIS. Grown as a sweet herb; flowers small lilac or purplish, in terminal, interrupted spikes; foliage very fragrant. June-July. Height 6 inches.

Pre, 10, \$2.00; Per 100, \$15.00

THALICTRUM

MEADOW RUE

Very graceful, pretty flowered plants with fine cut foliage — great favorites for planting in the hardy border. They are of easy cultivation in sun or shade.

ADIANTIFOLIUM. A beautiful variety with foliage like the Maidenhair Fern and miniature white flowers in June, grows about 2 feet high.

Per 10, \$2.25; Per 100, \$18.00

TRADESCANTIA

SPIDERWORT

BLUE STONE. One of the prettiest. Glistening light blue flowers in profusion.

Per 10, \$2.00; Per 100, \$15.00

LENORE. The very fine flowers are a deep rich glowing violet.

Per 10, \$2.00; Per 100, \$15.00

JAMES STRATTON. A variety with large flowers 2½ inches from tip to tip, in color deep delphinium mauve, slightly shaded with rose.

Per 10, \$2.00; Per 100, \$15.00

PURPLE DOME. Vividly brilliant purple flowers and it flowers freely. Considered the most spectacular one of the entire collection.

which sparkle with life in sunlight. Fine grower

Per 10, \$2.00; Per 100, \$15.00

VERONICA

SPEEDWELL

BLUE PETER. The flower spikes are of deepest navy on stiff stems about 15 to 18 inches tall. This variety will replace Blue Spire as soon as it is better known because of its better color and far superior habit of growth and floriferousness. A heavy bloomer and of easy culture.

Per 10, \$2.50; Per 100, \$20.00

CRATER LAKE BLUE. Good. Light green leaved, tall spires of closely knit deep lake blue flowers.

Per 10, \$2.25; Per 100, \$18.00

INCANA ROSEA. Bright rose pink flowers attain a height of 6" to 8". The foliage is a bright silver from spring until frost. Valuable plant for rocky and border.

Per 10, \$2.25; Per 100, \$18.00

INCANA. Deep blue flowers contrast with silver-gray foliage on compact neat growing plants. In or out of bloom it makes a delightful edging, only six inches tall, or a valuable border plant.

Per 10, \$2.25; Per 100, \$18.00

LONGIFOLIA SUBSESSILIS. 2 feet. July to September. One of the handsomest blue-flowering plants. Perfectly hardy and increases in strength and beauty each year. Spikes completely studded with beautiful blue flowers; fine for cutting and one of the best for the hardy border.

Per 10, \$3.00; Per 100, \$25.00

HARDY VINCA

MYRTLE

MINOR. A trailing, evergreen plant, used extensively for carpeting the ground under shrubs or trees or on graves where it is too shady for grass or other plants to thrive.

Per 10, \$1.75; Per 100, \$12.00



TRITOMA, MARTIN'S SUPER HARDY

TRITOMA

RED HOT POKER

MARTIN'S NEW HYBRIDS-SUPER HARDY. A result of years of work, this new one seems to withstand any condition of weather and more of a damp location than any Tritoma in existence today. In our fields, we have them in any stage of growth from 5 year units to summer divisions and all are successful. Flower stems are sturdy and strong and the colors range from pale yellow to deep orange, all bright. A very worthwhile cut flower and a guaranteed hardy garden item.

Per 10, \$2.50; Per 100, \$20.00

ALCAZAR. A deeper orange-red than is ordinarily found in Tritomas. Tall, stately, straight spikes on healthy foliage plants that produce regularly all summer if kept cut.

Per 10, \$2.50; Per 100, \$20.00

GOLDEN STREAM. One of the best selling of the tritomas. A bright, pure yellow flower on strong 30 inch stems. It is excellent as a cut flower, and outstanding in the border.

Per 10, \$2.50; Per 100, \$20.00

PFITZERI. The rich orange flowers are always in big demand on the cut flower markets. If grown in fairly rich soil, a plant will produce several first class quality flowers. Tritomas should be included in every planting of summer cut flowers.

Per 10, \$2.25; Per 100, \$18.00

WHITE GIANT. The best variety for florists. Blooms all summer if cut regularly. Tall 3 foot stems bearing spires of ivory white. Appear as cream white blooms of magnificent beauty from July to October.

Per 10, \$2.75; Per 100, \$22.50

VIOLET ODORATA

PRINCESS OF WALES. Single, sweet-scented, rich, deep purple flowers. Valuable for greenhouse forcing as well as outdoor planting.

Per 10, \$2.25; Per 100, \$18.00

WHITE WONDER. (Var. The Czar). Large, single, pure white, with faint blue and yellow tinting. Very fragrant.

Per 10, \$2.25; Per 100, \$18.00

VERBENA

CANADENSIS ROSEA. A low creeping plant that blooms continuously all summer. The flowers are a beautiful purple-rose and give off a fragrance that is most pleasing. Ideal for edging and specimen work, and adds the mark of a master when used in floral design.

Per 10, \$2.50; Per 100, \$20.00

Hardy Chrysanthemums

The Best List of Garden Mums in the U. S.

We are glad to be able to bring to you this year, a fine assortment of Garden Chrysanthemums that are ready and waiting to make money for the commercial grower or retail salesman. We have selected the following varieties from many thousands that are grown, and they have been sales-proven throughout the country. Don't forget that the biggest bargain in Chrysanthemums is the field grown unit. In many cases, your actual unit cost of a stolon ready for potting or planting direct in the field is less than .02 per unit. With a minimum amount of care, these plants will retail, on the average, for \$.75 each. Try it, and see. You'll be more than happy with the results.

Order now, and have them ready for early spring planting or for direct sales this fall to your customers. These plants are all fully developed field grown units, guaranteed free of stunt and all diseases.



ADMIRATION. (Bristol) New. Tops in hardiness, tops in beauty. Blend of bright peach, salmon fawn and soft red gold flushes. Full double 3" bloom on heavy sprays. Grows strong as an oak to 2½ ft. September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

ALABASTER. (English). Large pure white with slightly incurved petals. Will grow to five inches across if disbudded.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

ALABASTER GOLD. New. A bright golden version of the long standing favorite, Alabaster. Flower and growth habits are exactly the same, hence they make an ideal pair.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

ALEX CUMMINGS. 1952's wonder Mum. 4 in. flowers, rich pure cerise that gently matures to a delightful rose. 2½ ft. Sept. 30 on.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

ALGONQUIN. A very hardy variety, with healthy foliage. One of the best yellow Mums, producing pure, bright yellow flowers three inches across.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

ALLEGRO. Double. Glowing shrimp—pink with coppery salmon sheen. Early October.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

APACHE. (Kraus) A brand new full double. Brilliant, dark, fire-cracker red that overcasts with gold at maturity. Four to five inch quilled flowers on a large, spreading, but closely compacted bush. September.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

ARAPAHOE. Flowers bright red with pure bronze reverse. Flowers very large—four to five inch blooms in clusters. Free growing, early, frost resistant. New

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

AVALANCHE. Very large white flowers 4 inches across; perfect cut flower type.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

BETTY. Splendid upright rose-pink without a trace of magenta. One of the finest new pinks.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

BRONZE PYRAMID. A straight medium tall new variety. Duplex flowers are the high toned orange bronze favorite in the Fall. Dozens of branches straight from the crown without disbudding.. Foliage forest green and clean. Perfect cut flower variety.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

BUTTERCUP. The most outstanding cut flower that we have had in our fields during the past year. Prime flowers are immense, perfectly formed incurved specimens. Its bright yellow flowers appear just when the field needs an extra splash of color to add new zest. One of the best sellers we have.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

BUTTERSCOTCH. New 1956. If you like the large flowered types, we suggest this one. It has 5 inch golden yellow blooms, topping off a perfect plant. Blooms in late Sept., and will be the focal point of your display. Double.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

CALUMET. Brand new, it will long be a favorite of the riotous fall personality parade. Large tightly knit blooms approach 4" are on stems of sturdy good length. It is a shiny Apricot that is distinctive to the Rubellum hybrid parentage. Sprays are a bouquet in themselves. Blooms early, stands without apparent loss of color in early frost and cold.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

CANDLELIGHT. Very lovely and graceful, free flowering creamy white. Medium size nicely borne double blossom, 1½-2 feet. September 25th.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

CANARY WONDER. Breath-taking new color—soft canary primrose. Perfect 1½ inch pompons in huge sprays on tall 2½ foot plant. Superb for outdoor cut flowers. Excellent seller in bloom, standing like a sentinel in sales fields.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

CECIL BEED. New. Splendid early full double deep lavender pink. 24 in., freely flowered in branching sprays. Disease and frost resistant.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

CHIPPA RED. New 1955. A brilliant turkey red sport of Chippewa with much more eye-catching color. Mid-September bloom and an outstanding seller.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

CHIKUITA. Lovely dome-shaped pompon flowers of a deep lemon-yellow shade. Very desirable both for the garden and bouquets.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

CHRIS COLUMBUS. Outstanding ivory-white. Large, double blooms from late September on; excellent for cutting.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

CHOPIN. A big, bright, new beauty. Flowers 4 to 5 inches produced 20 or more to the plant and new buds repeating through the season. The vigor of strong stems, low to the ground growth, crisp incurving petals of a real man's color, bronze-gold, suggests a rugged strength that sells it on sight. Early October.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

COMPANION. New 1956. An exceptionally beautiful variety that seems to add zest to any varieties that are planted with it. Fully double, golden bronze flowers massed atop a medium tall plant, appear early in the season and are ideal cut material.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

COPPERSMITH. New 1956. Exceptionally fine 3½ inch, full double in the burnished shade so popular during the fall season. These large flowers are held firmly erect on a compact 20 inch bush. Its late Sept. bloom further enhances its commercial value.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

CROWNING GLORY. (Lehman). New 1954. Outstanding new flower of Spanish-orange overcast with coral, darker at center. Strong, upright plant. Blooms September. 25. 30" tall.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

CROWN JEWEL. (Kraus) New. 3-inch flat currant-red flowers with a brilliant sheen. Strong sturdy free blooming plant. September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

DEE DEE AHRENS. Medium, compact, full flowering shaggy white. It is among the finest for cutting or decorative planting. Sept. 1st.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

DWIGHT DOUGLAS. Dazzling golden yellow large decorative. Medium tall and very free and excellent for cutting. Blooms October 5th to 8th.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

EARLY KATHLEEN. New 1955. Same color form and texture of Kathleen Lehman, but blooms two weeks earlier.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

ELAINE. New. A fully double, perfectly formed flower of the bright orchid-lavender shade that is new to the species. 30 inches tall, forms straight long stems perfect for cutting.

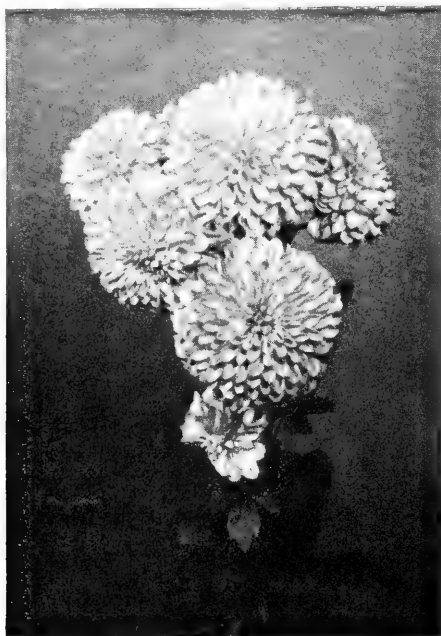
HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

ELIZABETH HOOD. (DePetris). Vivid lavender pink, large full pompon with excellent substance and spray formation. Excellent strong stems 30" to 36" long of vigorous growth with very healthy habit and lush foliage. Matures Oct. 12. A very fine and productive variety. Excellent for cutting or for pots.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00



DWIGHT DOUGLAS



ENTERPRISE

ENTERPRISE. A really good new one. Tall to the best cutting height, it shows tight, big, fully double pompons in flat branching sprays. Amaranth. Mid-season.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

ERMINE. D. (Kraus). Fully double, wide-petaled, pure white with cream center. Tall, sturdy plants; vigorous grower. Very frost-resistant flowers. Excellent for cutting. 30 inch, Oct. 1.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

EVELYN DEVANEY. New 1956. Undoubtedly one of the finest decorative standard variety. Pearly shell-pink flowers on long strong stems. Ideally suited cut flower and garden plant. This delicate color is new to the trade. Late September. Double.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

FINGER LAKES. This fine Chrysanthemum will be a long lasting favorite standard variety. Medium tall in the best form, the most pleasing plastic scarlet, giant formal flowers in profusion. Mid-season.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

FIRE ENGINE. (Lehman) Singles are rarely good enough for a place in double selections, but this one is. It is a lustrous, deep, dark sheened cardinal red. Early.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

FLAMBOYANT (Bristol). New, 1954. In full flower by September 15, the new scarlet starts a rush of interest in any Chrysanthemum display. A bronze flush right at the center of each tight, 3" double bloom is a winking shopper stopper. Magnificent cutting material.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

FLAXEN BEAUTY. Huge and beautiful, a gorgeous blend of peach, yellow, and coral, with soft gold flush in centers. Massive 4 inch blooms, very much like Cactus Dahlia, exceptionally frost proof. Spread 2 foot plants. Fine for bouquets and bedding in borders.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

FOOTBALL BRONZE. New 1955. An early, large flowering incurved bronze. This strong, tall upright plant is a necessity in all good assortments of garden mums.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

GARDENIA. New 1955. An unusually large, very double white flower measuring 3½" or more. This beautiful September blooming plant possesses excellent disease resistant foliage, strong stems, and a sturdy growth habit.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

GENERAL MacARTHUR. A deluge of glowing coppery-red. The 2½-3 inch blooms seem to glow in the sunlight and even on dull days like new shiny copper pennies. The stems are upright, rigid and graceful, not easily broken down by violent storms. The beautiful dark leaves are very resistant to disease. General MacArthur mum is a lavish producer from August through to heavy frosts.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

GEORGE LUXTON. New 1955. Early 3½" blooms with soft bronze color that lasts without fading for five weeks.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

GOLDEN SUNSET. An immense burnished copper with a ruby center. One of the largest and most showy of recent introductions. Good cut flower, a prolific decorator from Oct. 1 to frost.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

HEARTSTRINGS. New. Large pink with excellent growth habits. A really good pink in the standard types. Good in the garden and outstanding for cut flower production.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

HOLIDAY. Lusty newcomer, a stunning bronze gold shading to old gold. 4 in. decorative, strap like petals, full double. A bountiful cut variety. Early. Frost resistant.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

HONEYSWEET. New 1955. Early large golden yellow incurved. A robust grower destined to take its place with Mrs. Kidder and Major Bowes.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

HUNTSMAN. Vivid and nobly brilliant, bright scarlet, overlaid orange-bronze 2½ to 3 inch on two foot branching plant. Early October, extremely hardy.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

IRON MOUNTAIN. New 1955. An intriguing deep red pompon changing to a reddish orange as the flower matures. A plant that is used well in the border or for cut. Blooms Oct. 1.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

IVORY GLOW. (U. S. D. A.) A perfect creamy white double pompon. It responds very well to disbudding and its quality can be increased to compare with any indoor variety. 30 inches, blooms mid-September.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100 \$18.00

JAYEFF. Flowers are huge, 4 inches and more in true diameter, fully double, no centers. The color is a deep, positive pink with a dazzling, drifting sheen. No other color or flowers form like it. Bushy plant bears straight stems by the dozens, no pinching. Grows to 2 feet, vigorous and healthy, bushy. Flowers appear here from the 15th of September and bear without fading until severe frost.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

JUDITH ANDERSON. An outstanding pot or garden Pompon. The clear buttercup yellow flowers are nicely rounded, about 1½ inches across.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

KATHLEEN LEHMAN. Full double, bright orange gold deepening to red gold at center. An exciting new bronze. 24 inch, early.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$39.00

KIOWA. New 1955. Another frost resistant beauty from the University of Nebraska. Brilliant orange red, fully double flowers are borne on a perfectly formed medium tall plant. A late September variety that shows great promise.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

KRISTINA. A lovely rose pink, the best of the super hardy Northlands. Guaranteed a most vigorous and prolific form, we are happy to be back in a strong stock position with it.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

LADY'S CHOICE. New 1955. 4 inch ivory-pink with bronze overtone. An outstanding habit of growth, with truly pastel color makes this an outstanding addition to the mum family.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

LESHARA. Each branch terminates with a cluster of five to twenty-five blooms, 3 in., fully double, clear, non-fading mulberry red. It has no comparative anywhere that we know of. Will stand repeated freezes of 22 degrees without becoming unsightly. Blooms for 6-8 weeks from late September.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

MADAME CADILLAC. Mulberry wine red solid large pompon type of great substance. Strong bushy and compact habit. Blooms by September 20th and lasts well into late October. New '53.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MAGNIFICENT. D. (Kraus). Glorious 4-inch flowers of plum-red or rosy cardinal with coppery cast. Strong branches, excellent for cutting. 26 inch, Oct. 1.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

MAJOR BOWES. (English). A sturdy tall plant of unusual vigor; flowers are fully double. Large incurve of deep lavender. Outstanding as a garden and cut variety.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

MALINDA BROWN. A magnificent rose pink with strong lavender undertone. Flowers globular, mounded at center, petals strongly incurved and twisted. 2 feet, September 27.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MING. Double, richly free flowering plant. 4 inch blooms, Chinese yellow with tangerine orange at center. A fine cut flower, 24 in. early.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MISS LACE. Pert and saucy, this is the glamour of the new group. True Grandmothers light pink, a bursting shower of fully double, 3 inch blooms sweeping en masse atop stately upright stems rising in quantity 2½ ft. in perfect symmetry. Excellent cut-flowers, blooms first week in September, and the fresh pink flowers do not fade for weeks.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

MISTY MAID. Delicate informal and very much a ladies' favorite. Airy 2 foot plant loaded with graceful 3 inch blooms of delightfully soothing shell pink. Quietly assumes gentle hues of misty, dreamy white. Lovely contrast of tender pink buds and open flowers. Wonderful to cut—one stem is almost a bouquet itself. September 20.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MURIEL RICE. New 1955. Truly the mum of the year for 1955. Full double flowers of light buttercup yellow aging to deep cream. Large flower showing English blood.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

MURMURS. Amaranth pink buds bloom with a burst to fully double flowers of clear Mallow purple. Incurved, early September, 1½ to 2 feet.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

MY LADY. Very unusual and novel, flowers are large, double, orange-yellow.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

NORTHERN QUEEN. New 1955. Large, double flowered pink decorative variety, with centers shading to deep pink. Its shiny glossy foliage and its sturdy growth characteristics attest to its hardy parentage. Oct. 1.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

OSCEOLA. A beautiful, large, fully double, early flowering bronze. It is a very hardy, very clean type, fine for cutting, high among the leaders for sight sales.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

OLD LAVENDER. (Lehman). New 1954. Fully double. Large, massive, pure lavender flowers on strong sturdy stems. Larger, brighter and earlier than Lavender Lady.

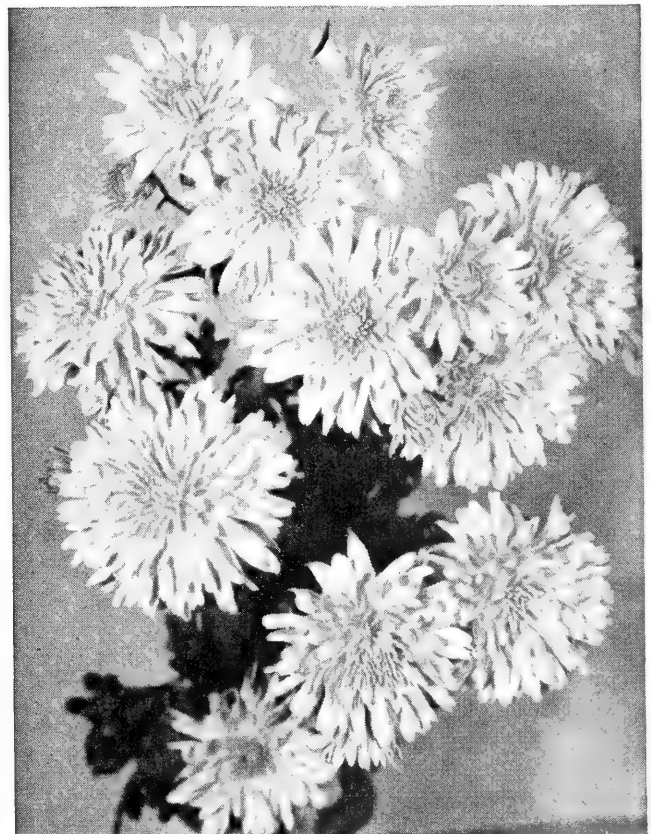
HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

PATHFINDER. University of Nebraska. Carnation Flowered! 2 ft. tall and 2 ft. across. Very upright. A row is so neat it looks like a formal hedge. 5-10 blooms in clusters, bright, non-fading yellow. 3" flowers are very double, high centered, and have a pronounced resemblance to the florist's carnation. This departure is one of the most exciting that has ever happened in Chrysanthemums! Very early.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

PEPITA. D. (Kraus). Densely quilled button-pompon of eggshell-white with darker center when young, changing to pure white with cream center. 26 inch, Sept. 28.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00



MISTY MAID



REAL GOLD

PURPLE WATERS. New 1956. A beautiful, early deep purple. The shade is an absolute "must" to accent your whites and yellows, and make your fields truly outstanding with color. Medium height plants are completely covered with bloom. Sells on sight.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

PLAINSMAN. The second introduction in the new Carnation Flowered race! Very early, strong, wind-firm, grey green foliage. Strong cutting stems terminate in clusters of 3-5 radiantly beautiful 3" red-bronze-gold deeply pilloved flowers. Extremely double, literally spilling over with lacinated, notched, crisp carnation like petals. Isn't it grand to look forward to?

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

REAL GOLD. New 1955. A 3 to 3½ inch finished flower of pure deep golden yellow. Long pointed petals of exceptionally firm substance. Dark bright green foliage; excellent plant habit.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

REDCOAT. As hardy as the men it pays tribute and as brilliant as the uniforms they wear. A strong grower resisting with casual abandon the culprits that take their toll from others less sturdy. Flowers are a really new red in Chrysanthemums. Vermilion is the closest comparison. Fully double, they appear on strong yet succulent stems growing medium high.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

RED DOTY. This is the companionate red of the well known White Doty. Fully double, blooms at the same time as White Doty.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

RED DIAMOND. New. A strong, 18" sturdily formed and formally proportioned plant, foliated deep healthy green right to the bottom. It flowers a closely knit, fully double pompon. Bi-color silver grey and maroon. The height of the silver is at the high center. The maroon frames it with excitement. Par-excellence for cutting. Early.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

RED FEATHER. An able successor to Red Velvet. Flowers are a more livid red—fully double on a 2 ft. plant. The graceful airiness of the petals inspires the name.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

REVERENCE. New 1955. Extremely large light chamois yellow. Gives very early individual flowers on 6 to 8 inch stems.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

RHYTHM. New 1956. A new lavender purple decorative. For those who plan on early blooms, this one is an essential. Generally full of bloom by Sept. 22. Double.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

ROMANCE. New 1956. An exceptionally large flower of a warm deep pink, with salmon shadings, makes this plant as exciting as any variety now grown. Medium tall. Mid-season.

HEAVY FIELD GROWN — Per 10, \$4.50; Per 100, \$40.00

RONNIE. Grows a symmetric 18", each plant a twin of the one next to it. Flowers are a close knit, exotic purple pompon with a twinkling varnished texture that makes this one of the best. Early.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

ROSETONE. New 1956. Another new one that is destined to stay for a long time. Full solidly packed blooms, incurving to reflex, of bright lavender-rose tones, top this exhibition quality item.

HEAVY FIELD GROWN — Per 10, \$4.50; Per 100, \$40.00

RUBY POMPON. The 2½ foot plant carries its ruby crimson flowers in remarkable profusion. In full flower early October.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

RUSTY RED. (Lehman) A smashing impact! Heavy load of Cherry Red fully double bloom shimmers atop sturdy, cutting stems. Starts among the earliest, is in perpetually renewing flower until frost.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

RUTHANN LEHMAN. An immense canary yellow flower, tightly knit and perfectly formed. Full double. Ideal as a cut flower and excellent as a garden specimen. Early bloomer.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

SALUTE. A perfect deep purple, the memorial tribute shade, soft and fluffy, yet so double the petals seem to be tightly woven. Extremely bushy, twelve inches tall, completely covered by bloom in the first week of September.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

SEPTEMBER DAWN. Distinctly new and different, the first really good double pink. Flowers are about 3 inches across, haray, vigorous and healthy. Starting to bloom in early September, it continues until frost, brightly and freely flowered.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

SEPTEMBER WINE. The scintillating red of sparkling Burgundy wine. Full duplex flower atop a compact branchy plant, each branch a perfect cut stem. Early. 1½ to 2 feet.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

SILVER SHEEN. A medium incurved white. Somewhat tender to handle but its superlative cut flower qualities repay the effort liberally. It is 36 inches tall, and blooms mid-October.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

SONNY. New 1955. A fine addition to the garden cut flower class. A true pink, clean growing pompon that holds its color well. Oct. 1.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

SPELLBINDER. New 1955. Huge, fluffy 3½" blossom of smooth canary to butter yellow slightly recurved. Cuts nicely on supple 2-2½ ft. stems. Mid-season.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

SUCCESS. Early. 24". A beautiful, rich, never fading deep crimson. Fully double, flowers stand en masse of branching sprays atop superb, light green foliage. Very good.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

SUNAPE. From the University of New Hampshire and a tribute to their work. Professor Holley's select golden yellow grows 24 inches high, blooms full double, stays bright without fading from September 1st to frost.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

TUNEFUL. New 1956. This outstanding addition to the cut flower family produces large 3 inch bright rose-pink prime flowers. As bloom progresses, an attractive reddish flush brightens the lavender shading making the older blooms as desirable as the first. Double.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

VALIANT. New 1955. Large, light yellow incurve, mid-season's bloom. Luxuriant dark green foliage and a robust habit make this valuable in the garden or spring pot sales from the greenhouses.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

VISION. (Bristol) New. A tight double in a wonderfully graceful mold of petal formation. Color is a soft and lively pearl and ivory in perfect complement, a genuinely new color departure. 2 ft. Early.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

WHITE CLOUD. This was new in '52. There wasn't sufficient stock to warrant the description that it deserves. It is early, topped with magnificent, fully double, four and five inch pure white blooms. It will sell with the best of the whites and before most of them. You will like the array atop the good stems, and your garden customers will like its 18" tall and strong 24" spread. This is destined to lead the parade for a long time!

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

WHITE WONDER. Here is the perfect early flowering, white, garden pompon, coming into full flower about September 25th. The exquisitely formed, ball-shaped blossoms with broad petals are first soft creamy white, then open to a crisp clean white, lovely in all stages. The plant, about 3 feet in height, is husky and tremendously free, the spray so heavily branched that a few stems are a fine bouquet.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100 \$18.00

CUSHION OR LOWER - GROWING TYPES

ADORABLE. New 1956. Extremely early, beautiful, clear pink that is considered to be the truest yet known to the trade. This is one plant that you can be sure that you will not have enough to supply the demand. Double.

HEAVY FIELD GROWN — Per 10, \$4.50; Per 100 \$40.00

AUTUMN SONG. (Kraus) Just fine for the ranch house picture window planting. The color, a deep, glowing bright red is a perfect blend for the new decorator trends. Women spot it at once. Flowers good, firm double, all the profusion of the cushion varieties. Fine for potting and cutting. Early.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

BONNIE BRIDE. New. This one foot plant gives early to mid-season blooms of a bright lavender. Its mound-like habit has a multitude of blooms that make it perfect for pot sales.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

BOWL O' GOLD. A brilliant early cushion with more shapely flowers than generally expected in the family. It is one of the finest yellow cushions. Only one foot tall, spreads more than two feet in its first season. It looks like the sun on an overcast fall day. Early.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

CANDY. Delicious and desirable, a treat to the most discriminating taste for the grand Chrysanthemum family. A mound of flowers cascading from a full crest and right to the ground in solid mass. Eighteen inches tall, three feet through in the first year. Color is a prominent, full pink with a sugar-sheen (see the name?) and individually average more than two inches. The blend is to just enough salmon and gold in the center to spotlight each blossom. It's a beautiful display item, and each stem straight and true makes it a profitable cut flower.

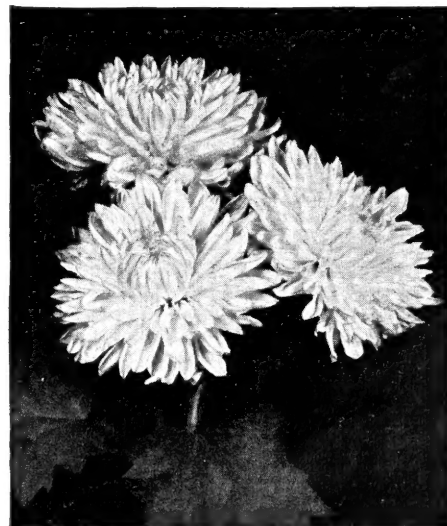
HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

COQUETTE. New 1956. The name best describes the saucy pink color of this variety. We think that it will be the best of the pink cushion types out. Will sell on sight. Double.

HEAVY FIELD GROWN — Per 10, \$4.50; Per 100 \$40.00

CRYSTAL MAID. New 1955. An early flowering creamy white pompon. Its compactness plus a great abundance of showy flowers make it valuable for both pots and border plantings.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50



WHITE CLOUD



TWINKLE

CUTIE. A profusion of tiny cherry-red button type flowers covering a sturdy compact 15 inch plant. Durable flowers and foliage lasting long after frost and freezing. Extremely prolific, unrivaled for potting both inside and out because of an unusual blend of flowers with foliage.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

DWARF JEWEL. Deep lavender pompons edged with silver, completely cover this wonderful, vigorous plant. Blooming at the height of the season, it is perhaps the most consistent seller that we have.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

EARLY JOAN HELEN. An 18-inch mound of sparkling beauty. Flowers are a rich, garnet, shading to Rhododendron purple, and accented by a bright yellow center. Blooms in September. Ideal for borders, potting and cutting, it will be a command item after its first performance in your planting.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

EARLY LAVENDER. (Kraus). New in 1954, destined for a long reign before it will be displaced. Low, extremely free flowering double pure lavender with a bright, rosy lavender center — the same tasty combination of hue that will preserve the popularity of the Orchid forever. In full bloom by September 22.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

EUGENE A. WANDERER. A big, brilliant, glistening golden yellow beauty, flowering so freely that the stocky growing plant is almost obscured by its branching clusters of big double flowers—each one the height of perfection in form.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

GOLDEN CARPET. Utterly distinct, a rounded 1 foot rug of glowing golden yellow 1 inch pompons. Often over 2 foot spread. Flowers all along stem from September 15th on. Fine for border, edging, rock garden or pot sales. Very choice.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

GOLDEN MOUND. An excellent golden yellow cushion, a distinct advance. Fully double pompons on short dark green branches arranged in symmetric sprays. This is fine. Low Early.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

INDIAN RED. New 1956. A charming, vivid burnished red, double flower with a unique swirl center, giving perfect confirmation of flower form. Mid-season with a color that has been lacking during this period of bloom.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

JEWELTONE. New 1955 Sparkling bright rose-pink pompon. Excellent for pot plants or short stem cut flowers.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

JOYOUS. New 1955. A semi-cushion loaded with droves of cherry pink double flowers. An early bloomer with 2½" well formed flowers with golden flushes at the center.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

LIPSTICK. New 1955. We think that this will be the leading red of the future. As its name implies, the brilliant red colors are real eye-catchers. Mid-season cushion.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

MAJOR CUSHION. After a long absence from our list, we have decided to answer the many requests for this plant and again offer it for sale. Habit and character are superb, coupled with bright salmon-pink flowers. Color does not fade.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MARTIN'S WHITE. This is the first introduction in the proud series that bears our name. Whenever it has been seen, it is approved and re-approved in volume. It is the purest, cleanest white known. Flowers are huge, fully double, measuring five inches, and are perfectly formed from the inner swirl to the outer petals. Grows to 18", blooms shortly after the 1st of September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

MARTIN'S YELLOW. A full brother, large light yellow sport of Martin's White is sufficient to establish it as one of the best that you can possibly grow. Flowers in a perfect mound for full utility in the garden, in the border, in the pot, in the specimen field display. It has all the clean, neat, shiny habits of Martin's White.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

MEADOW GOLD. Brilliant double flowers produced in great profusion on a sturdy upright bush about 12 inches high. The large 3 inch blooms are a deep butter yellow graduating to a pleasing effect of shining brilliance. Blooms in mid-September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

MISCHIEF. Hundreds of tiny, sparkling ruby single stars showered completely over a stocky, 18", clean, healthy plant. Bright beet-root purple shades to rose-red. Mid-season.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

NEW MARJORIE MILLS. New 1955. Earliest of the double reds. Well rounded 2½" blooms of rich ruby red, on restrained 18-24" bush. Probably well suited for areas with a short mum season.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100 \$30.00

ORCHID HELEN. (Becker) A sturdy, formally formed, but so low that it must be in the cushion family. It is a bright orchid-pink of unusually distinct hue. Perfect potted item, and what a generous, firm border item. Early.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

OSTOSA. New 1954. A solid pure white pompon type. Vigorous, very free flowering, and semi-dwarf in growth habit.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

PONCA. Early 14". A striking fuchsia purple, the only variety in its color. It is upright to its low height, and flowers fully double. A dignified formal border.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

RED CLOUD. Early. Low. Fully double. A combination of mahogany and maroon to striking effect. It is beautiful even while only foliaged. In bud and through the flowering season it has a magic appeal. From the first of the season through until frost the bloom lasts brightly.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

RED CUSHION. This is a selected flowering type.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

RED ELF. New to our listings. This unusual 12 inch plant produces clean, bright red, double pompons. Its ability to stay dwarf and bloom exceptionally early make it an extremely valuable addition.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

REFLECTION. New 1955. Extremely free flowering deep rosy lavender. Covered with blooms.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

REMEMBRANCE. (Kraus) A fully double low grower, perfectly formed for pots or borders. The color is a ruby crimson that really stays through the whole flowering season. Starts early and will be a seller for you until heavy frost.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

ROUGE CUSHION. Good all-round cushion of brilliant bright red. Early blooming beauty. A fine addition to any list.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

SEPTEMBER CLOUD. Like "September Gold" in habit — the ball-like blossoms are a trifle larger, purest ivory-white with soft primrose shading in center; wonderfully fine dark green contrasting foliage. Breath-taking in its gleaming perfection.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

SILETZ. New. This is a beauty, and one that gives you a double opportunity for sales. The customer is not only attracted by the fully double bright yellow blooms, produced at the height of the season, but he is also pleased by the pretty amber buds developed by this husky item.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

SPARKLE. Early, bright, beautiful, long lasting. It is a low, perfect cushion form without any tendency to sprawl. Flowers golden yellow specked bronze and bright red, each petal tipped silver. Fully double, pompon in form, it is so loaded with bloom from the first of September on that the foliage is not visible. Brand new, rarely did one of the hundreds of nurserymen who visited our display block leave without placing an order for Sparkle!

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

STAR BRIGHT. New. Another early variety of the Star series. This one is a good amaranth-pink with all the good qualities of the group.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

STAR GLORY. New. A brilliant purple-red that meets the requirements of a mid-season cushion. You should not be without this one.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

TRANQUILITY. New 1954. Graceful 18 to 24 inch mounds of sparkling new shades of yellow. Flowers 3 inches across, perfectly formed.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

TWINKLE. New. Very attractive shades of cyclamen purple. The best selling color in the family at present. This low growing beauty should enhance any list of garden mums.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

VIOLET STAR. New. Another outstanding cushion with double clear purple flowers. Midseason bloomer and one of the best sellers for sight sale.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

W. P. SNYDER. Fully double, tightly formed apricot bronze. Cushion character, plenty for cutting, grows compact to 26 inches tall, 30 inches wide. Continuous from Sept. 1 to frost.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

"TRAFFIC STOPPERS"

Throughout the years, many of our friends in the general nursery trade have purchased Chrysanthemums as "TRAFFIC STOPPERS." Consider the billboard attraction of a multi-hued block of Mums. If you have frontage and don't avail yourself of this opportunity to bring in customers, you are "missing a bet."

Several instances have arisen where our nursery friends being totally unfamiliar with the many varieties of Chrysanthemums will rely upon our judgment to supply them with a good starting selection. Many times this is much more satisfactory than attempting to scan the list and order by hit or miss methods. Your price factor and the varieties that will sell and show for you are the main consideration in making your selection.

We extend a sincere invitation to you to draw on our years of experience in the hardy mum field, in helping you to get started with the best advertising you could possibly arrange for and in a venture certain to be pleasing and profitable. Quality plant material and reasonable prices is a combination that can't be overlooked to increase your sales.

NOTICE: The right materials and conscientious packers are doing a superlative job in the transfer of the carefully nurtured hardy plants grown in our nurseries. In the event of any bad arrival, **CONTACT THE CARRIER AT ONCE, OBTAIN BAD ORDER REPORT AND FILE CLAIM, and notify us with the delivery dates and other pertinent data within 10 days.**

"THE JOSEPH F. MARTIN CO., INC. warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other or further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.

When You Think of Fine Perennials — Thanks, for Thinking of . . .

The Joseph F. Martin Co., Inc.

**America's Leading Source For Fine Perennials Where
Good Plants and Good Friends Get Together —**

Dear Friends:—

Fall '56 rolls around and once again gives us the opportunity to express our gratitude to all our good customers for their faith and the many expressions of confidence and praise that we have received throughout the past season.

We have been blessed this year with conditions that in most instances accelerated growth of many items to a degree that cannot be attained by artificial means, when sufficient water is not available. Our Daphne, even in August when this letter was drafted, is larger than October Daphne in an average year. It is a beautiful crop and from all indications will move out rapidly. Our phlox, asters and for the most part our entire perennial line has benefited in a like manner, and are ready and waiting as prime material to get into your hands.

We ask that you examine our current listings and note that in addition to the most popular perennials we are offering some attractive items of general nursery stock such as Azaleas, Vicari Privet, Boxwood, Teucrium, Potentilla and others that have been interspersed throughout this listing.

Thanks once again for the privilege of having been able to serve you, and we look forward to hearing from you soon and often throughout the coming season.

Sincerely,

THE JOSEPH F. MARTIN CO., Inc.

PERENNIAL PLANTS

FOR

FALL, 1956

(The book that sells quality first)

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